

Karen North

Private Instructor, Spanish

Principal of espany'all®



Ms. North has been interested in languages and other cultures for most of her life, beginning with French in grade school and family vacations to Native American reservations. Thereafter, Karen studied Spanish in high school, living her senior year as an exchange student in Barcelona, Spain, where she got her first taste of Catalan. She continued her Spanish studies upon her return, earning BA (Magna Cum Laude) and MA degrees in Spanish Literature from the University of Georgia, as well as an MBA from Cornell University.

Karen's exemption of many college Spanish courses freed up an equal amount of electives, thus allowing her to take on German (1 year) and Russian (3 years), then Navajo, Portuguese and Japanese. She was an intern at the U.S. Embassy in Ottawa, Canada one summer. Karen later won a Rotary Foundation International Scholar to Germany for 15 months, where she studied at the Johann Wolfgang Goethe Universität in Frankfurt. When classes were not in session, she traveled all over Europe.

Following her business degree, Karen parlayed her long-standing curiosity and richness into various marketing opportunities, most all of which have been within multi-lingual, multi-cultural environments. Ms. North has held numerous brand strategy and naming positions at several West Coast agencies. Her client-side experience includes marketing responsibilities for a French biometric vendor of automated fingerprint identification systems near Seattle and marcom positions at Whirlpool Corporation in Michigan. As Director of a Barcelona-based trade development and commercial promotion organization for many years, Karen spearheaded myriad Spanish manufacturers' entry into the US marketplace from their Los Angeles office.

In 2002, Ms. North founded Devign®, a corporate identity consultancy, to help clients competitively differentiate themselves (and/or their products or services) through stronger, more relevant brand messaging. With carefully selected words and voice/tone, here again, she uses language (English and Spanish) as the primary medium to drive brand preference.

Language Instruction

Ms. North has taught Spanish at the University of Georgia (Athens, Georgia), Ithaca College (Ithaca, New York), Kennesaw State University (Kennesaw, Georgia) and most recently at both Georgia Tech (Georgia Institute of Technology) and Morehouse College (Atlanta, Georgia). She has extensive private tutoring and interpreting experience going back to 1981, including a brief stint teaching English in Spain. Karen started espany'all® in 2006 in order to share her passion for the Spanish language and its cultures with others on a more individualized, instructional basis.

In summary, Karen has studied and lived languages and carries this on. She has conducted business in several languages (even creating it to this day!), as well as taught it professionally. All these outlets remain a constant in her life. For more information, please visit www.devign.com or email karen at devign dot com.

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