Nourishing Lives. Restoring Hope. Empowering Futures.

Karen Rae Selm

Executive Director & CEO | Positive Impact ST. PETE

Karen Rae Selm is the Executive Director & CEO of Positive Impact ST. PETE, the public-facing identity of Positive Impact Ministries Inc. She is leading the organization's next chapter as it prepares to begin independent operations in the final quarter of 2026 and advances the vision for The Impact Center - an innovative Community Impact Campus designed to bring food, health, opportunity, and hope together in one place.

With more than twenty years of experience in branding, marketing, business development, and nonprofit leadership, Karen has helped launch, build, and strengthen organizations throughout the United States. In 2003, she founded Karen Rae Advertising, growing the agency to serve more than 100 clients across 24 states while helping businesses and nonprofit organizations clarify their vision, strengthen their brands, and expand their impact.

Karen also spearheaded and led the launch of Re-imagine ST. PETE, a citywide initiative created to increase public understanding of food insecurity, reduce the stigma associated with seeking assistance, and unite organizations in the movement to end hunger. The initiative launched at the Foundation for a Healthy St. Petersburg, bringing together approximately 100 nonprofit, faith, business, government, and community leaders to strengthen collaboration around food insecurity in St. Petersburg.

Today, Karen is spearheading Positive Impact's transition and growth by strengthening governance, organizational infrastructure, fundraising, communications, and strategic partnerships among healthcare providers, businesses, churches, foundations, government agencies, and nonprofit organizations. Her focus is on building sustainable, collaborative solutions that address immediate needs while creating pathways toward greater health, stability, and opportunity.

Karen is also the creator of Made for Impact, a faith-based personal development program and upcoming book designed to help individuals discover their God-given purpose, strengthen their faith, and live lives of lasting significance.

A passionate communicator, Karen enjoys speaking on leadership, community transformation, collaboration, faith, personal purpose, and building organizations that create lasting impact. Whether addressing business leaders, churches, civic organizations, or nonprofit partners, she challenges audiences to think beyond immediate needs and embrace a vision of hope, opportunity, and long-term community transformation.

Above all, Karen considers her greatest calling to be following Christ, serving others, and investing in the next generation through faith, family, and community leadership.