

Barbara Karasek Recognized by Influential Women for Her Visionary Leadership and Purpose-Driven Impact

SAINT PETERSBURG, FL, UNITED STATES, October 16, 2025
/EINPresswire.com/ -- Blending Strategy, Innovation, and Heart to Inspire Growth and Positive Change Across Industries

Barbara Karasek, featured in Influential Women in its prestigious 2025 series, is a high-energy, purpose-driven CEO, CMO, and entrepreneur whose dynamic career spans global tourism marketing, consumer engagement, brand development, and technology-driven growth.

As CEO and co-owner of AiOpti and CMO and co-owner of Paradise Advertising & Marketing, Inc., Barbara leads with a visionary yet results-oriented approach. Her leadership style merges strategic innovation with a deep commitment to community impact, helping brands and organizations evolve for a sustainable and meaningful future. With a proven record of transforming high-potential, underperforming companies into thriving success stories, Barbara has become a trusted leader across the advertising, marketing, and data technology landscapes.

Through her and her husband Tony's firm, Karasek Enterprises LLC, Barbara has expanded her impact through strategic investments in diverse ventures, from AI-driven media technology firms to culinary-centric communities such as CERES in Georgia. Her entrepreneurial reach demonstrates her forward-thinking perspective and belief in innovation as a catalyst for connection and growth.

Barbara's educational foundation—built at Harvard Business School Executive Education,



Furman University, and the University of South Florida—has strengthened her expertise in marketing, business strategy, and entrepreneurship. She remains actively engaged with numerous professional organizations, including Destinations International, Destinations International Foundation, GreenStep, Sports and Fitness Industry Association, Web Marketing Association, National Grocers Association, OneWest Tourism Alliance, Visit Florida, Destinations Florida, and Learn Tourism.

Grounded in strong personal values, Barbara credits her success to the unwavering support and guidance of her parents and family, who instilled in her the principles of integrity, hard work, and service. These values shaped her belief that leadership is not only about achieving results but also about improving lives and communities.

The best career advice Barbara ever received—to stay coachable—originated from her early years as a competitive athlete. Pushed beyond her comfort zone, she learned to embrace challenges and remain adaptable. Today, she encourages other women to follow the same philosophy: “Believe in yourself, never lose sight of your value, and take every opportunity to explore, learn, and grow—especially while you’re young and discovering what truly inspires you.”

Barbara acknowledges that one of the greatest challenges and opportunities in her field is navigating constant change with resilience. As a self-proclaimed “empathist” who strives to see possibility where others see limits, she approaches obstacles with optimism and determination—believing that “no” is rarely the final answer.

Her guiding principles—intentionality, kindness, congruence, and thoughtfulness—extend beyond business. Barbara is deeply engaged in philanthropic work, including her long-standing involvement with Rethreaded and Destinations International, organizations dedicated to empowerment and community advancement.

Her trailblazing leadership has earned her national recognition, including being named one of HSMAI’s “Top 25 Extraordinary Minds” in marketing. Whether building brands, mentoring future entrepreneurs, or fostering community growth, Barbara Karasek continues to lead with authenticity, purpose, and heart—leaving an indelible mark on every endeavor she touches.

Learn More about Barbara Karasek:

Through her Influential Women profile, <https://influentialwomen.com/connect/barbara-karasek-1> or through her website, <https://paradiseadv.com/>

Influential Women

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