



**Catherine Kaputa**  
Brand Strategist,  
Speaker, and Author



### Speaking, Workshop, and Coaching Programs

Catherine Kaputa, founder and president of SelfBrand, provides a combination of energy, business insight, and humor in speeches and workshops custom tailored for each audience. Her passion is helping people understand how to brand themselves and their companies for success.

The main specialty areas of Catherine’s speaking programs are:



**Personal Branding, Soft Power, and Leadership:** How to create more business success for yourself and your company and be a stronger leader using personal branding and soft power skills. Based on her book, *You Are a Brand!*, winner of the Ben Franklin Award, Best Career Book, and a Top 10 Business Book in China.



**Innovation, Creativity, and Brand-Building:** How corporate intrapreneurs and entrepreneurs innovate and use breakthrough branding tactics to transform a small idea into a big brand. Based on her new book, *Breakthrough Branding*, winner of the Silver Medal in the 2012 Foreword Magazine Book of the Year Awards, Business Category.



**Female Leadership:** How to create more female leaders using female aptitudes and strengths more effectively in the business world. Based on her book, *The Female Brand*.

**Communication, Selling, and Persuasion:** How to improve your communication techniques, persuasion and influence to close sales, motivate, and sell your ideas.

**Coaching:** Tools, a process, and objective advice for success-driven professionals, executives, and leaders to achieve their goals, leverage their talents, and unleash their brilliance.

### Bio: Catherine Kaputa

From Madison Avenue to Wall Street to the halls of academe, Catherine perfected her ability to market products, places, and companies. She learned brand strategy from Al Ries and Jack Trout, and then led the award-winning “I ♥ NY” campaign at Wells, Rich, Greene. For over ten years she was SVP, Director of Advertising and Community Affairs at Citi Smith Barney, and she taught a course on branding at New York University’s Stern School of Business.

Catherine discovered that an equally important application for branding is for individuals to define their own career identity and to take charge of their performance success. That’s why Catherine launched SelfBrand, a New York City-based branding company, and has written several books on personal branding and branding for products, places and companies. She has been featured on CNN, ABC, NBC, MSNBC, The Wall Street Journal, The New York Times, USA Today, Fortune magazine, The London Observer, and The Financial Times.

### Select Client List

PepsiCo	Dow Jones
Microsoft	Cardinal Health
AT&T	AXA-Equitable
Intel	BNY Mellon
Citi	Unilever
UBS	Northwestern University
Merck	
Whirlpool	Time Warner

### Testimonials

“Your brand can make you a star in the business world—or break you. In her talks, Catherine gives practical and strategic steps for managers to achieve what they once saw as an impossible dream.”

**-Beverly Tarulli, VP, PepsiCo-**

“Catherine Kaputa came in like a whirlwind of fresh ideas that turned my thinking about my brand upside down! She gave me the ideas and motivation to differentiate my personal brand, to think bigger about myself and talents, and the tactics to bring maximum benefit to me and to my company.”

**-Elizabeth Hitchcock, Microsoft-**

“Catherine’s advice is not to be ignored. I read her book and was fortunate to have her as a speaker at one of our events. Big impact and advice. Have her speak to your group...you won’t regret it.”

**-Lisa Watts, Intel-**

“Self-branding is not optional in today’s insecure world of commerce. *You Are a Brand* is an excellent addition to the all-too-small library on the subject.”

**-Tom Peters, author, *In Search of Excellence* -**

### View Catherine’s Speaker Reel

<http://www.youtube.com/watch?v=QwMivZfH3H4>