



Catherine Kaputa

The Personal Branding Advocate



Catherine Kaputa: Brand Strategist, Speaker, Author

Recognized as a global branding expert, Catherine Kaputa is a sought after speaker and workshop leader on personal branding, women's leadership, entrepreneurship, social media and career success. She is known for her compelling content and entertaining style, using storytelling, branding insight and humor in talks tailored for each audience. Her goal is to take attendees on a journey, a journey to personal and career empowerment.

Catherine cut her teeth in branding and advertising in three of the most demanding and innovative environments: From Madison Avenue to Wall Street to the halls of academe, Catherine Kaputa perfected her ability to market products, places, and companies. She studied brand strategy under Al Ries and Jack Trout. She led the award-winning "I Love NY" campaign at ad agency, Wells Rich Greene and was SVP, Director of Advertising and Brand at Citi Smith Barney. She taught branding at New York University's Stern School of Business. She has been internationally recognized as a leader in branding, ranked #22 among Top Global Gurus in branding.

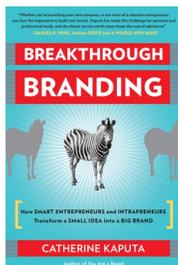
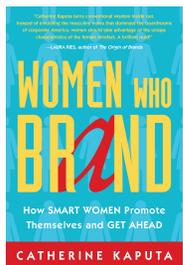
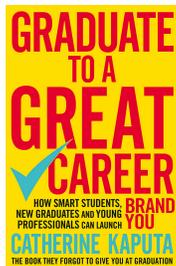
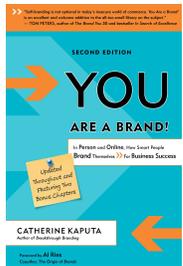
Catherine has written award-winning and best-selling books. *You Are a Brand.* won the Ben Franklin Award for Best Career Book, and *Breakthrough Branding*, was awarded the silver medal in the Book of the Year Awards 2012. Her book, *Women Who Brand* is on female leadership, one of Catherine's passions. Her new book is *Graduate to a Great Career*, for college students, new grads and millennials.

Catherine has spoken at a wide range of organizations including Google, PepsiCo, Microsoft, Intel, AT&T, Merck, Samsung, Unilever, Marsh, ADP, KeyBank, Merck, Whirlpool, BNP Paribas, Symphony IRI, Time Warner, Citi, Dow Jones, Glaxo Smith Kline, and the U.S. State Department. She has been featured on NBC, ABC, MSNBC, Fox News, The NY Times, The Financial Times and other media.

Catherine has a BA from Northwestern University and was a Ph.D. Candidate at Harvard University.



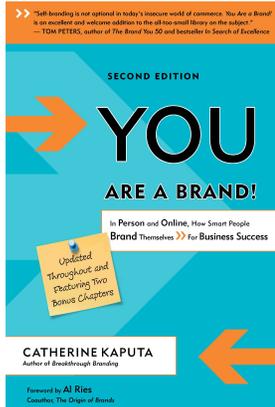
See Catherine in action:
<http://bit.ly/1ojYKso>



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You Are a Brand! 3 Steps to Career Success

Corporate icons, star athletes, and Hollywood celebrities all have what it takes to be in control and in demand — a unique brand. Personal branding can be subtle or grating, up-to-date or out-of-date, but if you don't participate, you will be left behind. After all, if you don't brand yourself, other people will. And no doubt, they won't brand you the way you want to be branded. Through vivid case study examples, you will learn how to use the secrets of developing a strong, positive "career identity" for yourself, and you'll learn how to apply branding principles to your most important product — YOU. In this program, you will learn:

- The multi-step branding process for personal career success
- How to take a more strategic and empowered approach to your career destiny
- Positioning Brand You so that you are perceived as a strong, confident leader
- How to rebrand yourself if you've been branded negatively

Social Media and the 24 Karat Virtual Brand

This talk will introduce new research findings on social media and how top professionals use social media like LinkedIn as a strategic resource to nurture existing business relationships and attract new career contacts. Everyone googles everyone else in business and they'll either find a strong brand, a weak one or nothing. Through vivid case-study examples, you'll learn how to successfully position yourself and engage clients and prospects with a steady stream of useful, different or surprising content. In this talk, you will learn:

- New research on social media and how it can help your career
- How to own your value online through a powerful LinkedIn profile
- Specific tactics to build strong business relationships online

The Art of Pitching and Presenting: Selling Yourself and Your Ideas

Being able to pitch yourself or your ideas well is critical in business. This talk focuses on techniques from the Madison Avenue playbook such as naming your ideas, framing, story and other persuasive tactics. This talk will show you how to master the art of the pitch both in person and online, and give you tools for making memorable, persuasive pitches, whether you are pitching yourself for a stretch assignment or when you're presenting your ideas and recommendations in a meeting. In this talk, you will learn:

- How to develop a powerful Elevator Speech
- Effective pitching strategies such as the question pitch, the one-sentence pitch, etc.
- How to use story in business presentations

"The idea of self branding is not optional in today's insecure world of commerce. *You Are a BRAND!* is an excellent and welcome addition to the all too small library on the subject."

Tom Peters, Author of *The Brand You 50* and bestseller *In Search of Excellence*

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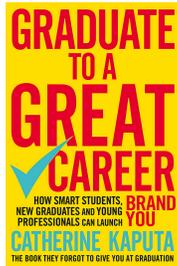
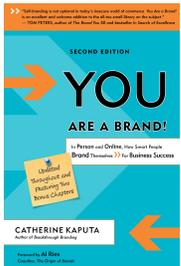
Catherine Kaputa

Testimonials/Selected Client List



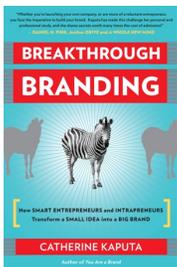
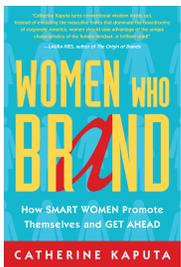
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| ADT | Glaxo Smith Kline | PepsiCo |
| Alcon | Google | PPL |
| AT&T | Harvard University | Samsung |
| BNP Paribas | Intel | State Street Bank |
| Boehringer Engelheim | Iowa Women's Conference | SWE |
| Cardinal Health | Jones Lang Lasalle | UBS |
| Citi | Keybank | Unilever |
| Cornell University | Kronos | University of Illinois |
| Dow Jones | Marsh | US Department of the Interior |
| Duke CE | Microsoft | US State Department |
| Entrepreneur | Northwestern University | Whirlpool |
| Eurobrand | New York University | Yeshiva University |



“Your brand can make you a star in the business world — or break you. That’s why Catherine Kaputa and her ideas on personal branding can make such a difference. Her speaking event at PepsiCo was very well received. She gives those who attend her talks, practical and strategic steps to achieving what they once saw as an impossible dream.”

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



Beverly Tarulli
 VP Organizational Development
 PepsiCo

Elizabeth Hitchcock
 Co-Head
 Women’s Initiative
 Microsoft



Catherine Kaputa In the Media



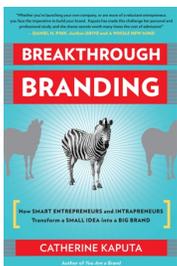
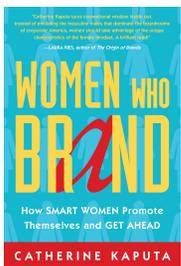
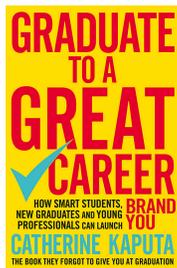
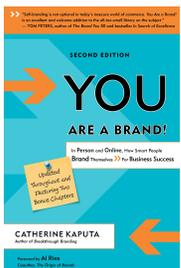
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Catherine on Fox Business: <http://bit.ly/1LqwYPu>



Catherine on NBC: <http://bit.ly/1Km2rYm>



Catherine on ABC: <http://bit.ly/1KSDhQZ>



Catherine on CNN: <http://bit.ly/1WofgSA>