



Catherine Kaputa

The 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 nonprofit marketing. 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 business empowerment.

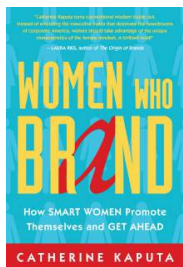
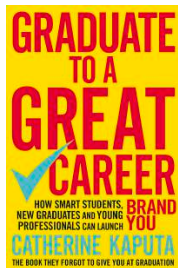
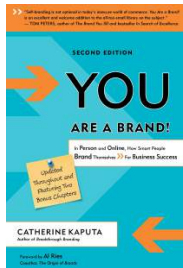
Catherine cut her teeth in branding and advertising in three of the most demanding and innovative environments: From Madison Avenue to Wall Street to the halls of academe, Catherine Kaputa perfected her ability to market products, places, and companies. She studied brand strategy under Al Ries and Jack 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 #20 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 book, *Graduate to a Great Career*, is 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.



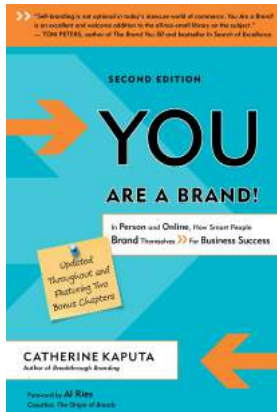
See Catherine in action:
<http://bit.ly/1ojYKso>



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You Are a Brand! Brand Yourself for 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

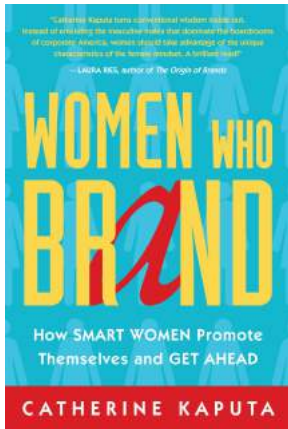
“The idea of self branding is not optional in today's insecure world of commerce. *You Are a BRAND!* is an excellent and welcome addition to the all too small library on the subject.”

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

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Women Who Brand: Creating More Female Leaders

Men don't leave their gender-based advantages at the door when they go to work. Neither should women. This talk will introduce new findings in gender research on female aptitudes, along with new insights into why it can be different for women in business. You'll learn how to harness all your assets to build a successful career identity that's authentic, focused, and relevant. This talk will show you how with vivid principles and case study examples featuring women professionals.

The talk will cover:

- Female aptitudes and strengths that can be leveraged in business like empathy, social perception, etc.
- The female leadership style and why it's an asset in the 21st century workplace
- How women can be perceived in business and how to be more effective
- Things women do that undermine their leadership, such as failing to speak up in meetings, using mitigated language," being too self-critical and other self-limiting behaviors

You Are a Brand for Women! Brand Yourself for 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. Personal branding is particularly important for women to master. Studies show that women aren't as good as men when it comes to personal branding. Many women think self-promotion is tacky or inappropriate so they lose opportunities that men go after whole-heartedly. Of course, things can be different for women in business, but there's a way to market yourself that's effective and authentic. 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

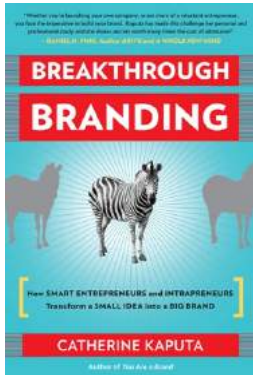
"Kaputa turns conventional wisdom inside out and shows women how to take advantage of the unique characteristics of the female mindset. A brilliant read!"

Laura Ries, coauthor of *The Origin of Brands*

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“Whether you’re launching your own company or are more of a reluctant entrepreneur, Catherine shares secrets worth many times the cost of admission!!”

Daniel H. Pink, Author of *Drive* and *A Whole New Mind*

Breakthrough Branding: Transforming a Business Idea Into a Brand

From the grass roots growth of beverage brands like Red Bull, Honest Tea and Innocent to the exploding growth of digital brands like Twitter, Instagram and Uber, from the cult appeal of retailers like Forever 21 and Trader Joe’s to the success of virtual retailers like Zappos and BirchBox— successful companies of all types and sizes begin with three things: an entrepreneur, a winning idea, and a smart brand strategy. Using vivid mini case studies, you’ll learn the principles and tactics used by entrepreneurs who built big brands:

In this program you will learn:

- The top positioning strategies commonly used by marketers and why they work
- How to analyze your brand and competitors to find the best strategy
- The power of names, taglines and special brand words
- The power of visual identity: logos, colors, design in building a brand
- Creating a powerful brand persona and personality

Breakthrough Branding: How Smart Nonprofits Build a Brand

Your nonprofit’s brand is what it stands for: its mission, message, imagery, and the way people feel about your nonprofit. In her talks directed at nonprofits, Catherine Kaputa shows the value of a crisp mission statement that’s simple, memorable and different and how to use other tactics from the commercial world of brand.

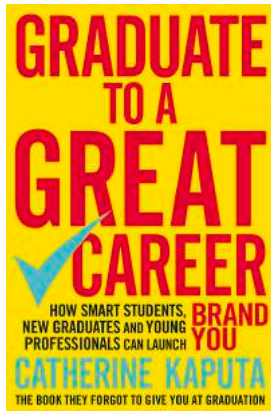
In this talk you will learn:

- How to humanize your nonprofit’s brand like commercial brands do through storytelling and videos that engage people.
- How to convert visitors to your website into donors by building an emotional bond and applying tactics used by online retailers
- How to use social media so that your brand can be seen through all the clutter
- How to come up with campaigns that create buzz
- How to launch a successful integrated media campaign

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"One thing you don't learn in college is how to get a job. Don't panic. Catherine Kaputa's new book will provide you with a graduate degree in the subject. Don't go job-hunting without it."

Al Ries, author, *Positioning: The Battle for Your Mind*

Graduate to a Great Career: How Students, New Grads and Young Professionals Can Launch Brand You

One of the hardest challenges young people face is making a successful transition from university to career. It's always been difficult for first time job seekers because they lack experience and a track record, but today, new graduates face an up and down economy and tremendous competition. That's why starting early to brand and market yourself when you are still in college is critical. It used to be about, "Can you do the job," now, it's about, "Can you make a better impression than the other 200 people who can do the job?"

In this talk students, new grads and young professionals will learn how to:

- Pick the best career path for your strengths and passions
- How to network to unlock the "hidden job market" of unadvertised jobs
- Do the 70/30 job hunt, the best way to allocate your time to get results
- How to develop a resume that gets past the resume robots that screen applications
- How to pitch yourself when you have limited job experience
- The importance of internships and how to get the best ones
- The most effective strategies and tactics for job hunting
- Get noticed in a competitive job market
- Make valuable new contacts at every networking event
- Leverage social media in the job market
- Clicking in interviews by asking the right questions and bonding with the interviewer

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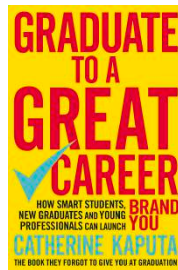
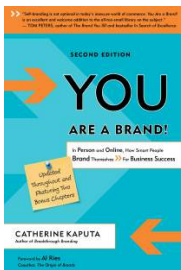
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Testimonials/Selected Client List



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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 |

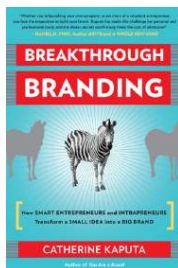
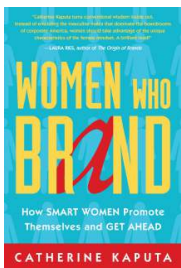


“Your brand can make you a star in the business world — or break you. That’s why Catherine Kaputa and her ideas on personal branding can make such a difference. Her speaking event at PepsiCo was very well received. She gives those who attend her talks, practical and strategic steps to achieving what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

Beverly Tarulli
VP Organizational Development
PepsiCo

“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.”

Elizabeth Hitchcock
Co-Head
Women’s Initiative
Microsoft



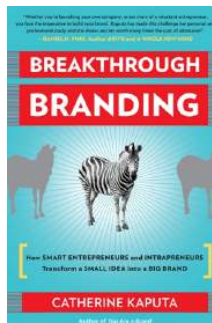
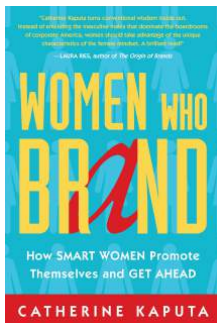
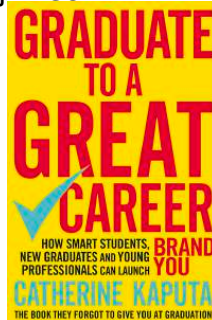
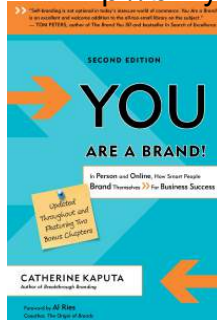
Why Catherine Kaputa



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See Catherine in action:

<http://bit.ly/1ojYKso>



There are five things that separate Catherine from other speakers on personal branding and branding for entrepreneurs and nonprofits:

- 1 **She is a speaker on branding who has a strong business background in branding** - not a professional speaker who talks about branding because it's a hot topic. She worked at two ad agencies, was a corporate ad director and taught branding and advertising before launching SelfBrand.
- 2 **She is a female speaker – not all that common on the speaking circuit** – who is passionate about creating more successful leaders – men and women - and helping entrepreneurs and nonprofits build a brand.
- 3 **She is an award-winning and best-selling author of four books:** *You Are a Brand!* that won several book awards and has been translated into ten languages. *Breakthrough Branding* for entrepreneurs, won the Silver Medal in the 2012 Foreword Magazine Book of the Year Awards, Business and Economics category. *Women Who Brand* is on women's leadership and how smart women promote themselves and get ahead. Her latest book is *Graduate to a Great Career* for college students, new grads and young professionals on how to launch Brand You when you're just starting out.
- 4 **She tailors each speech or workshop to the audience.** To do that she likes to meet or speak to the meeting organizers before the event so that she understands the needs of the audience.
- 5 **She believes that each talk should be fun and entertaining** as well as inspiring and interesting. Her goal is to take each person on a journey of self-empowerment so that each person leaves with actionable ideas and new tools.