



CATHERINE KAPUTA

New Talk: Brand Yourself to Stand Out and Succeed in the New World of Work

SHE'S GOT AN ACTION-PACKED, CONTENT RICH PROGRAM

Catherine 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 to career empowerment. Speaking programs can be done as a keynote, workshop, virtual meeting or webinar.

SHE'S GOT CRED

Catherine cut her teeth in business in three of the most demanding and innovative environments. She studied brand strategy under Marketing Hall of Famer, Al Ries. She led the award-winning I Love New York campaign. She was SVP, Director of Advertising and Brand at Citi Smith Barney...through 8 mergers. She also taught branding at NYU before starting her own company, SelfBrand, where her mission is to give people personal branding power. She has been recognized as a top 30 Branding Guru and has a B.A. from Northwestern University and was Ph.D. candidate at Harvard University.

SHE'S GOT AWARD-WINNING BOOKS

Her new book is *The New Brand You*, out in November 2022. *You Are a Brand* won the Ben Franklin Award for Best Career Book and *Breakthrough Branding* won the Silver medal in the Book of the Year Awards, Business Category. Her book, *Women Who Brand*, is on female leadership.

SHE'S SPOKEN AT SOME OF THE WORLD'S LEADING ORGANIZATIONS

ADP	Google	PepsiCo
AIG	Harvard University	PPL
Alcon	Intel	RTI International
AT&T	Iowa Women's Conference	Samsung
Argonne Labs	Jones Lang Lasalle	State Street Bank
BNP Paribas	Keybank	SWE
Boehringer Ingelheim	Kronos	Texas Women's Conference
Brand Week Istanbul	Marsh	Time Warner
Cardinal Health	Massachusetts Women's Conf	UBS
Citi	Merck	Unilever
Convergis	Microsoft	University of Illinois
Cornell University	Northwestern University	US State Department
Dow Jones	New York University	Warner Brothers
Duke CE	Pennsylvania Women's Conf.	Whirlpool
		Villanova

BOOK CATHERINE KAPUTA

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