



Personal Branding in a Down Economy

Presented by: Karen Kang

Description:

Having a strong personal brand is important in any economy, but especially now when individuals must stand apart in a competitive job or venture financing market, or avoid being seen as expendable in a company layoff. Learn how to brand from the inside out, starting with an analysis of your current brand versus your desired brand. Understand your personal brand ecosystem and how to message your value to different stakeholders. Think strategically about your personal brand development plan and develop actions that can jumpstart your personal brand today. Understand the concept of portable branding in an era of social networking and media. Take charge of your professional destiny by attending this unique personal branding seminar.

About the Speaker:

Karen Kang is the CEO and Principal of Karen Kang Consulting, which provides positioning and brand strategies for high tech and consumer clients. She has adapted her proven corporate branding methodologies for personal branding, and has been a featured speaker on personal branding for the National Retail Federation, Asian Business League and the Sun Legal Diversity Council.

A 20+ year veteran in marketing and communications, she founded Karen Kang Consulting in 1994. She has helped more than 100 companies, from start-ups to Fortune 500 companies, develop successful corporate and product positioning and brand strategies. Her clients have included diverse organizations from social media and SaaS companies to high-tech icons and higher education. Selected clients include AT&T, Aberdeen Group, Ariba, Care2, HP, iCharts, Korea IT Network, Maxtor, National Semiconductor, NCR, Sun, Synopsys and University of Massachusetts. A former newspaper reporter, she has held executive positions in marketing consulting, advertising and public relations firms. She has trained and advised more than 1,500 professionals on positioning and branding through national conferences, the Haas School of Business at UC Berkeley, The Wharton School of University of Pennsylvania, Mills College MBA School, PricewaterhouseCoopers, SD Forum and Forum for Women Entrepreneurs.

Date: Tuesday, June 2nd, 7:30 AM – 10:00 AM

Location: White & Lee LLP, 541 Jefferson Avenue, Suite 100, Redwood City, CA 94063

Cost: \$25 for members, \$35 for non-members
Workshop is limited to 25 participants

Registration: www.sdforum.org

Host Sponsor: White & Lee LLP