



Karen Tiber Leland
STERLING MARKETING GROUP
 MARKETING / BRANDING / CONTENT

Karen Tiber Leland is the founder and president of Sterling Marketing Group, a branding and marketing strategy and implementation firm helping CEOs, executives, and entrepreneurs develop stronger personal, business, and team brands. Her clients include Google, Cisco, American Express, Marriott Hotels, Apple Computer, LinkedIn, and Twitter.

Karen is the best-selling author of nine traditionally published business books which have sold more than 400,000 copies and been translated into 10 languages. Her most recent book is *The Brand Mapping Strategy: Design, Build and Accelerate Your Brand* (Entrepreneur Press, June 2016).

She writes a column for Inc.com and contributes regularly for Entrepreneur.com and Forbes.com and has had 300+ articles published in Self, the Los Angeles Times, American Way, the Boston Globe, Spa Magazine, and others.

As a keynote presenter, Karen has spoken for Harvard, TEDx, Yale, YPO, the AMA, Direct Marketing Association and Stanford, among others. In addition Karen is a regular guest of the media and has been interviewed by Today Show, CNN, CNBC, Oprah, Fortune Magazine, and Fast Company.

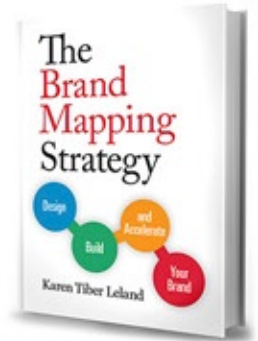
Keynotes

The following can be conducted as a keynote presentation, short-format breakout session, or longer-format seminar.

CREATE A PERSONAL BRAND That Boosts Your Productivity, People Skills and Career

Your personal brand is not a single statement or clever quip but a pathway to positioning yourself as a leader in your company, community and career. This presentation introduces the Personal Brand Mapping® Process and helps everyone from the secretary to CEO create a stronger brand—online and off. Topics include:

- Why having a personal brand is not an option
- Creating Your Personal Brand Roadmap®
- Finding the “weather you bring with you”
- 5 best personal branding practices



WHY YOU NEED TO BUILD YOUR EXECUTIVE AND CEO BRAND for Thought Leadership and Reputation Management

Far from being a luxury, or an exercise in ego, building an executive or CEO brand is a requirement in today's world. This presentation introduces the CEO/Executive Brand Matrix® and helps today's leaders excel in their role as their company's Chief Brand Ambassador. Topics include:

- Creating a parallel brand that enhances the business brand
- Creating your Brand Matrix®
- 3 steps to thought leadership
- The role of executive presence in creating a CEO/Executive brand

LEVERAGING DIVERSITY OF CONTRIBUTION AND THOUGHT to Create a More Inclusive Workplace

The American workplace has more diversity today than ever before, so how does an organization get to the point where diversity and inclusion becomes part of their company culture — one employee at a time? This presentation introduces the Contribution Archetype Model® and provide a unique way approach inclusion. Topics include:

- Identifying your Contribution Archetype®
- How to create more inclusive teams through archetypes
- 3 ways diversity in thinking leads to better outcomes
- Avoiding FOMO and focusing instead on your greatest contribution

“Your presentation was extremely well received. Participants loved the interaction and specific take-away ideas. I really appreciate your going the extra mile to tailor the presentation for our group; this came through loud and clear on the evaluations.”

Director of Education and Communications, Society of Consumer Affairs Professionals

“You consistently rate among our top speakers at conferences. The overwhelming positive feedback we receive from attendees about you is that you are practical, fun, and have valuable information to contribute to any company. There are few speakers out there who know their audience as well as you do!”

Conference Producer, Inc. Magazine

“I am searching through an electronic thesaurus trying to identify the adjectives that describe your presentation. Words like professional, experienced, sensational, stimulating, dynamic, and inspiring come to mind.”

Marketing Manager, Apple Computer, Inc.

“You deliver! I've used hundreds of presenters for our magazines and conferences and for seminars I run for the American Management Association. You were rated outstanding by a challenging audience of presidents and CEOs of fast-growing companies. Your materials and message were right on target.”

Director Events Marketing, American Management Association

“Your work has a keen sensibility not usually found in comparable speakers. I continue to be impressed with its quality and your results.”

Dir. Professional Development, Fidelity Investments

To speak with Karen about her CEO, executive, and business branding services contact:

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FST COMPANY



Bloomberg

The New York Times

THE WALL STREET JOURNAL

Inc. Women's Day

REDBOOK FORTUNE

Karen has appeared in:

The Today Show
 Oprah
 CNBC
 Bloomberg
 Fox Business
 NPR
 The New York Times
 The Wall Street Journal
 Inc. magazine
 Fortune magazine
 Woman's Day
 Fast Company
 The Atlantic
 100+ other publications

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