Welcome to the Women

in Cyber Luncheon

Sponsored by Optiv,

the Cyber Advisory and Solutions Leader



The Importance of Building a Personal Brand

Women in Cyber Luncheon



Speakers



Nancy Brainerd

CISSP, CIPP/US Senior Director,
Product Security | Corporate Quality,
Medtronic



Heather Rim
Chief Marketing Officer,
Optiv



What Is Personal Branding? - Jeff Bezos

Leaders Who Get it Right

















Why Personal

Branding Matters



Credibility and Trust



Career Advancement



Networking



Thought Leadership



Professional Development



Increased Visibility



Confidence and Self-Expression



Legacy Building





Time Constraints



Modesty



Lack of Awareness



Focus on Team and Organization



Industry and Role



Fear of Negative Perception



Misconceptions



Lack of Resources



Organizational Culture



Focus on Other Skills

Why Don't

Leaders

Prioritize It?



Watchouts

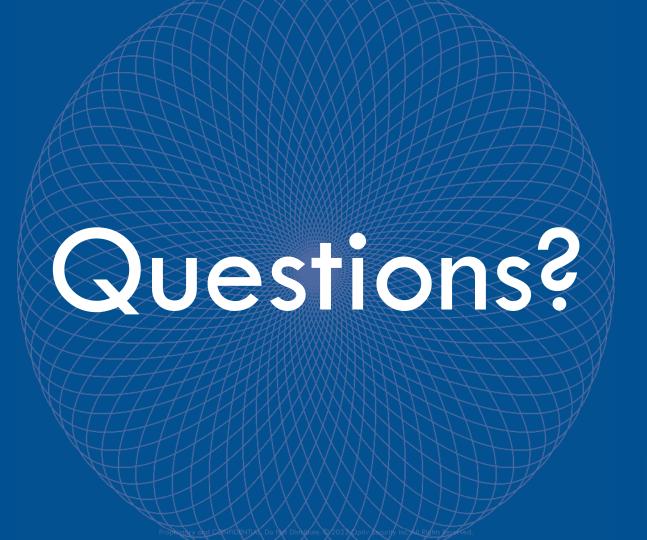
- 1. Lack of Authenticity
- 2. Inconsistency
- 3. Not Knowing Your Audience
- 4. Ignoring Feedback
- 5. Overpromising and Underdelivering
- 6. Copying Others





- ✓ Establish an Online Presence
- √ Plan Your Content Strategy
- √ Build Meaningful Connections
- √ Lead Conversations
- √ Gather Feedback and Refine Your Brand
- √ Sustain Growth





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Secure greatness



