

PERSONAL BRANDING

for Economic Development Leaders



Tina Winner – Partner
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Personal Branding

What's that all about?



Trustworthy Strong
Innovative Dynamic
Caring
Confident
Smart Nice
Experienced Powerful
Passionate Unique



You say you want a Brand

Success

What does a Successful Brand look like?

Key Ingredients

VISIBILITY

TRUST

VALUE

Building a Brand – The ABCs



The image features three identical, side-by-side copies of a man in a yellow t-shirt and black shorts, performing a hammerhead exercise. He is standing with his feet shoulder-width apart, arms raised horizontally to the sides, and his head tilted back. The background is a plain, light-colored wall. A black horizontal bar is superimposed over the middle of the image, containing the text "STOP – BREAK IT DOWN" in white, bold, sans-serif font. At the bottom of the image, a dark grey horizontal bar contains the text "HAMMERTIME" in white, bold, sans-serif font.

STOP – BREAK IT DOWN

HAMMERTIME

AUTHENTICITY

Time to be real – no fluff, no spin, who are you?

Real You

Uncover the real you. Get to know yourself.

YOUR VISION, MISSION, PASSION, GOALS, VALUE

What makes you relevant?

Super Powers

What are your signature strengths?

BE YOU

Showcase Yourself

Create your personal snapshot

Don't be afraid to BE YOU! Personalize

THERE IS SO MUCH MORE TO YOU

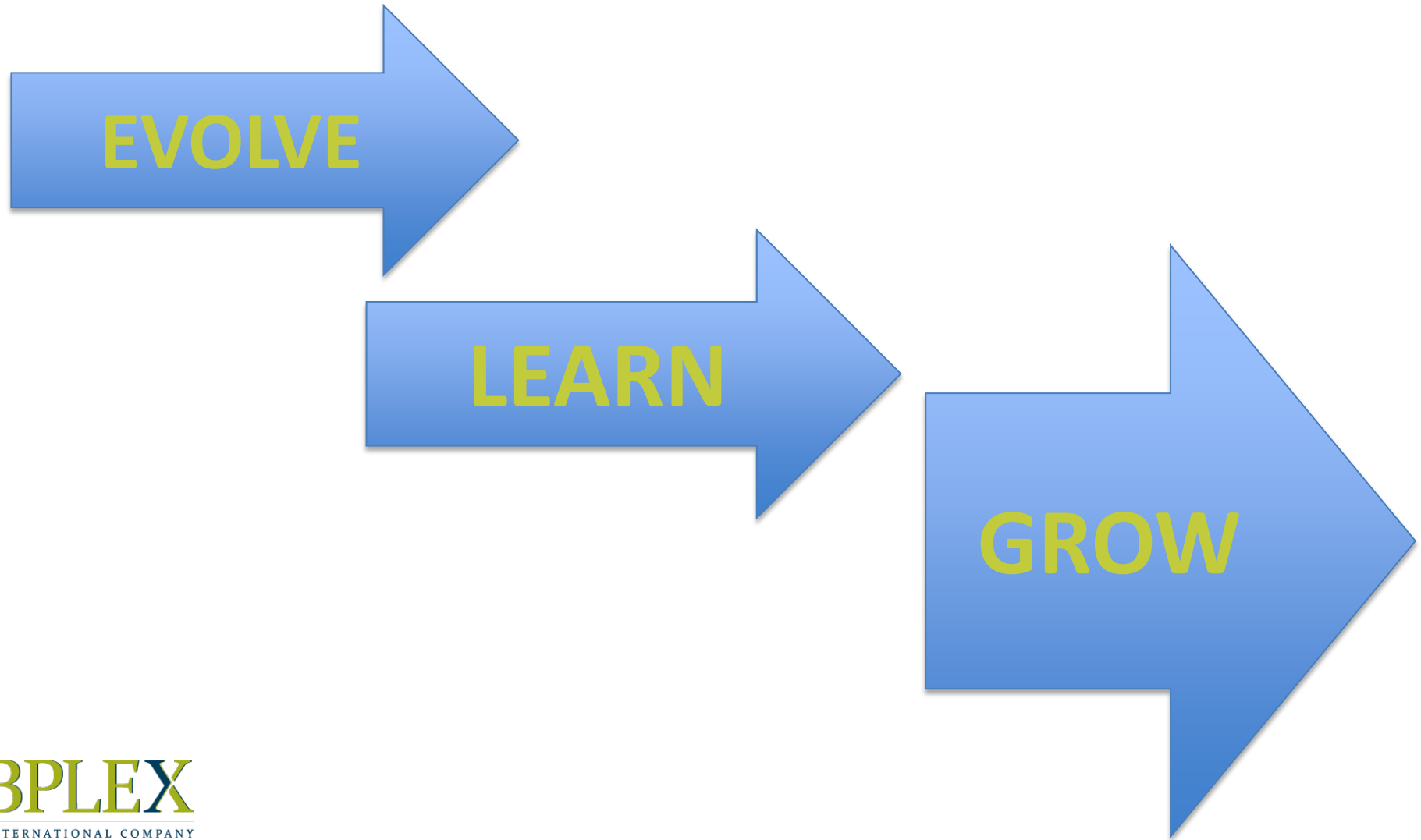


C IS FOR...



CHAMELEON

Your PERSONAL BRAND is a living, breathing thing



Check Yourself – Am I Branding?

STAMP

Did I put my TW on this presentation, this meeting, that call?
Did I contribute?
Did I participate? Did they get to see my Personal Brand?

COMMUNITY

Did I showcase my boss, my teammates, my collaborators?

ACKNOWLEDGE

Follow up and thank you etiquette.

CREATE

What tools are you using to create your brand-blogs, white papers, YouTube, etc.

SUPER POWERS

Did I use my powers for good? Did I use them at all?

NETWORK

Am I meeting my goal for effective outreach? What are my mechanisms? Can they be better?

BRAND DELIVERY

Did I deliver my best brand?

I LOVE IT WHEN A PLAN COMES TOGETHER



Tina Winner

Tina Winner is a Partner with the global, executive search firm DHR International. She is a core member of their Economic Development Practice and is based in Tampa Bay.

Her extensive recruiting experience over the past decade has included every industry giving her valuable insights and perspectives for the team's Economic Development clients.

Tina's search experience started with Boyden World Corporation where she co-led the creation of Boyden Interim Management, a temporary, executive-level contract labor practice. She built a nationwide database of over two thousand senior leaders in various competencies and developed numerous best-in class resource tools for Boyden North America.

Ms. Winner began her career in Life Sciences working in operations, customer service, and sales working with world leaders in allergy vaccination and clinical laboratories.

Actively involved with IEDC, IDA, FEDC, CEO's for Cities, and other professional organizations, Tina is a frequent speaker on job search strategies, executive recruiting, and personal branding.



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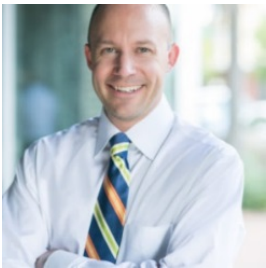
Economic Development – Recent Placements



Hampton Roads Economic Development Alliance (HREDA)

President & CEO – Rick Weddle

The mission of the Alliance is to market Hampton Roads as the primary region of choice for economic investment and business expansion and to serve as the area's lead regional economic development and marketing organization to recruit and encourage new and expanded business development and a talented business employment pool to locate in Hampton Roads. The Board of this regional public-private partnership was seeking a “transformational leader.”



Montgomery County Economic Development Corporation

President & CEO – David Petr

A nonprofit organization with a fresh public/private perspective, entrepreneurial spirit, and proactive approach to economic development, the MCEDC is focused on maximizing Montgomery County's rich diversity of people, talent, and multitude of workforce and business expertise to keep it at the leading edge of today's hyper-competitive economic development environment. The Board of this newly created public-private partnership desired a CEO with technology, entrepreneurial, branding and start-up experience.



Downtown Tucson Partnership

President & CEO – Kathleen Eriksen

The Partnership is a non-profit, 501 (c) (6) corporation, charged with acting as a catalyst for the re-development of Downtown. The organization was created in 1998 to implement the services for the Downtown Business Improvement District. These services include enhanced security, maintenance, marketing, festivals, events and economic development. The Board of this business improvement district wanted an accomplished, entrepreneurial, community builder with vision and high energy to continue to drive the organization and Tucson forward as the premier location in the Southwestern US in which to live, work, and play.

Economic Development – Recent Placements



Indy Chamber

Chief Economic Development Officer – Maureen Krauss

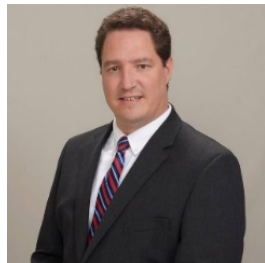
The Indy Chamber serves as a voice of progress and improvement in the region, uniting business and community to maintain a strong economy and quality of life. Our advocacy efforts, networking events, economic development initiatives, and other member benefits position members, business leaders and the community for success. The CEO desired a high impact, experienced development professional to create and build a dynamic regional economic growth initiative.



The Beacon Council

Executive Vice President, Economic Development – Dyan Brasington

As Miami-Dade County's official economic development partnership, The Beacon Council facilitates local, national and international business growth and expansion programs, helping companies of all sizes in diverse industries achieve their goals.



Greater Wichita Partnership

Executive Vice President, Economic Development – Andrew Nave

The Greater Wichita Partnership aligns resources and focuses the business community on common strategies that fast-forward economic growth in Wichita and throughout south-central Kansas. Their work encompasses everything from creating a vibrant urban environment in downtown Wichita to advancing a collaborative 10-county economic development initiative that will grow the region's next generation economy. The CEO of this newly created regional public-private partnership wanted an aggressive, team-focused, leader to help create and implement a dynamic regional economic development program.