



# Coles College Student Success Series

## Brand You:

*Establish Yourself and Your Career as a Brand*

**By: Erin Wolf**

**Wednesday, March 21, 5:00 pm**

**Prillaman Hall, Room 1000**

The most important step a student can take toward a more powerful career is to establish a strong personal brand. In this session, students will learn the importance of building a professional reputation as they move into the workforce. The discussion will center around how to define a brand, an audience and a message in order to enhance exposure in the workplace. Exploring how to recognize choices, to make decisions based on preferences and passions, and to leverage strengths in order to excel will also be covered.

**Erin Wolf** has more than 25 years' experience in such organizations as Bain & Company, Goldman Sachs, and Accenture. She was also on the executive team of ChoicePoint and subsequently Children's Healthcare of Atlanta serving in the role of Chief Strategy Officer. A former nationally ranked tennis player and scholarship athlete, she speaks on a range of leadership topics. Her second book, *If I Knew Then What I Know Now: Secrets to Success from Top Female Leaders*, was published in September, 2011. Ms. Wolf holds a BA from Duke University and an MBA from Harvard Business School.



Coles College of Business