

brandmirror

Jen Dalton

Reputation Strategist for
Executives & Entrepreneurs



Thought Leadership | International Speaker | LinkedIn Expert | Author

Ms. Dalton has spoken at:

- The White House
- UXPA in London
- ACELA in Montreal
- IBM
- General Electric
- Capital One
- Vistage
- Renaissance Executive Forum
- VA Women's Business Conference
- The Power Conference
- Navy Public Affairs Conference
- Georgetown University
- National Investor Relations Institute
- Microsoft
- National Retail Federation
- Department of Education
- Public Affairs Council

Topics Include:

Advanced LinkedIn for Business Development

Building a Reputation that Drives Career Clarity & Success

Building an Intentional Thought Leadership Presence on LinkedIn

With her interactive sessions, Jen Dalton brings energy and enthusiasm to her high impact talks and workshops.

Ms. Dalton weaves humor into each session, whether the audience is ten people or four hundred people, she is able to deliver interesting, insightful, and inspirational content.

She has designed custom programs for large companies as well as delivered more intimate working sessions for entrepreneurs and small business owners.

Presentations & Workshops

Developing Your Personal Brand as a Leader

Defining your reputation includes understanding your values, your strengths, and what makes you unique. This session provides the opportunity to reflect on yourself and identify how to stand out. It is critical for leaders to know who they are so they can help their team move forward and be successful.

Moving on Past Career Mistakes

Ms. Dalton developed a custom workshop and talk based on research on how women and men recover from differently when it comes to making a mistake in their career. She walks through the four step process for how to recover and maintain forward momentum in ones career.

Design a Reputation that Lifts Off

Understanding your personal brand is critical to navigate your career choices and create opportunities that leverage your skills, create visibility, and deliver bottom line impact. This interactive session focused on the key steps necessary to discover, define, and differentiate your personal brand.



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reflect. stand out.

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Jen Dalton, CEO of BrandMirror, has over 15 years of experience in strategy, marketing and coaching. In 2012, she made a gutsy move into the entrepreneurship space, launching her branding business and became a certified master personal brand strategist.

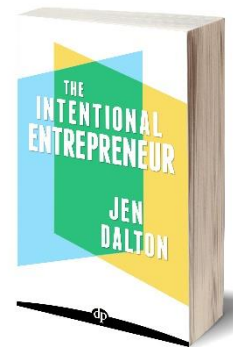
In 2016, Jen published *The Intentional Entrepreneur*, a bestselling book, that shares her process for building and leveraging your personal brand as an entrepreneur. She specializes in building your digital thought leadership on LinkedIn and other social media.

She has spoken to and coached thousands of individuals and entrepreneurs about defining their brands, crafting their stories, and how to stand out. She is an international speaker and has worked with companies like the Navy, GE, IBM, Capital One, 1776, ASAE, the State Department, and more.

In addition, Jen joined the Executive Coaching team in 2014 at Georgetown University and works with their Executive MBA candidates. Jen is currently a Senior Industry Fellow at the Georgetown University Women's Leadership Institute. She believes you need to be a noise-breaker, not a noise-maker.

Areas of Expertise

- Leadership Clarity
- Reputation Strategy
- Content Strategy
- LinkedIn for Impact
- Perfecting the Pitch
- Messaging for the Audience



Amazon Bestseller

Testimonials

Ms. Dalton received 124 Five Star reviews out of 127 attendees at the Virginia Women's Business Conference

"IBM's Consulting by Degrees program benefited greatly from Jen Dalton's recent talk. Her presentation on "How to Leverage Personal Branding in Career Development" provided steps to overcome self-awareness barriers. However, the most memorable take-away were frameworks that Jen created to help clients evaluate their current situation. In addition, Jen's personal presence and experience lent her immediate credibility, while putting the audience at ease. I would certainly recommend Jen as an expert marketing coach to any of my colleagues and close friends." ~Cassie