



william arruda  
the personal branding guru

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*"Thank you!  
Thank you! Thank  
you! Your  
presentation was  
everything I knew  
it would be. Your  
presence was  
extraordinary.  
You walk your  
talk."*

**Carolyn Parrott,  
Consulting Leader,  
Spherion Consulting**

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## bio



*“What makes  
you unique  
makes you  
successful.”*

**William Arruda**


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Ask William Arruda about personal branding and you'll get a mile-wide grin, crackling energy, and a lively discussion of how personal branding can make every facet of career and life more engaging, fun, and successful. Mix that together with his twenty years' corporate branding experience with Lotus, KPMG and IBM, passion for human potential and avid pursuit of innovation, and you'll know why media and clients have dubbed William the *'Personal Branding Guru.'* It's an apt name for a pioneering brand strategist, speaker, author and entrepreneur.

William's most vibrant role is that of globetrotting brand ambassador. The answer to 'Where in the world is William?' is likely '20,000 feet up!' A member of the American Airlines Two Million Miles Club, his travels in branding have taken him across five continents—so often, in fact, that “global” is one of his prime brand attributes.

IBM, JPMorgan, Disney, Adobe, Microsoft, Warner Bros, British Telecom and Starwood Hotels are just a few of the corporate clients for whom he's delivered presentations and workshops on the transformative power of personal branding. William supercharges and motivates his audiences—and his private clients include some of the world's most influential leaders and innovators.

Committed to extending the impact of personal branding, William founded Reach—the global leader in personal branding—and created a pioneering program to certify coaches and career professionals in the Reach personal branding methodology. Reach Certified Personal Brand Strategists now span the globe. Always overflowing with creativity and new ideas, William has developed unique offerings that translate the power of corporate branding to personal branding. He created 360°Reach—now the leading personal branding assessment—and he co-founded the Reach Branding Club (RBC), the first on-line,



interactive, multimedia personal branding program. 360°Reach and RBC are now used by thousands of careerists, executives, professionals and consultants.

As a thought-leader, William is a sought after spokesperson on personal branding, executive leadership, on-line identity and career management. He has appeared on BBC TV, the Discovery Channel, Fox News Live and Radio America and he's been featured in countless publications, including Time Magazine, Forbes, the Wall Street Journal and the Harvard Business Review. William's book, *Career Distinction*, will be published by J. Wiley in May, 2007. He is a member of the International Coach Federation and the National Speakers Association. He holds a Master's Degree in Education.

## clients



*"William's personal branding process is the perfect addition to my leadership development program. He possesses this unique, engaging presence that literally transforms the way you look at the significance of your personal brand."*

**Laura Tessinari**  
Senior Partner,  
Ogilvy

William's clients are an outstanding group of companies, organizations and associations that sit atop lists like InterBrand's "World's Strongest Brands," and Fortune's "Most Admired" and "Best Places to Work." They are progressive organizations that recognize the power of branding and the importance of human capital. They strive for innovation and are often on the leading edge. Here are just a few:



## testimonials



"We were honored to receive William. He is an outstanding professional with extraordinary energy. He delivered one of the most insightful and thought-provoking presentations we've ever staged."

**Florence Brillouin,  
President, France-  
Americas**

Credentials and experience are important, but it's what clients think that really counts. Here's what some of our clients have to say about William Arruda and the innovative Reach personal branding methodology:

*"William is **passionate** about the role leaders play in engaging their teams and building strong brands. His **fascinating** and **thought-provoking** presentation had participants on the edge of their seats during our CEO Leadership Forum in London."*

**Zoe Arden, Managing Director, Golin/Harris Public Relations**

*"William Arruda is one of the most **passionate** and **enthusiastic** presenters I have ever worked with for our Executive events. He delivered a **dynamic, authentic, humorous** and most importantly **insightful** presentation to our team. Personal branding for William isn't just words, it's a way of life ... and that shows! Superb feedback has flooded in from those who attended the event and everyone thought William's performance was **fantastic**. I am personally still amazed at his impact days after having heard him speak. I recommend William to any organisation that seeks to invigorate, motivate and engage their management teams."*

**Jane Swift, Director, Executive Network, British Telecom**

*"The Reach approach to branding is **spot on**; it acknowledges that executives are important brand assets that need to be leveraged. William has captured the essence of the evolution of brands. In the past, the corporate brand was everything. But it is really the leaders that make the brand come alive and enable the company to thrive."*

**Patricia Hume, Senior Vice President, Alliances and Partners, Critical Path**

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*"William exudes endless **energy** and a fervent interest in branding. He provided our group with **humorous** insights and **actionable** advice on how to use the concepts of branding to help us succeed in our careers while providing greater value for Microsoft. His one-of-a-kind presentation was so **valuable** to our staff that we have already booked him for another keynote and two workshops."*

**Tamara Pesic, Director, Speaker Series, Microsoft, Seattle**

*"The Reach personal branding methodology is **comprehensive, straight-forward** and most importantly **effective**. I have learned a lot about the way I present myself in going through the process. I recommend it to anyone who wants to really stand out from the crowd. At the same time I see it as a way to "remember" one's "personal values and ethics," which I consider important in leading people or companies."*

**Jean Mourain, Director e-Business Strategy, IBM**

*"William has a **unique** combination of coaching, marketing communications and branding skills which enables him to work with executives to define and develop highly differentiated personal brands. Working with him has been both **fascinating** for me and **valuable** to my business."*

**Christophe Ginisty, Founder and Managing Director, Rumeur Publique, the French PR Agency of the Year, 2003**

*"Thank you for the **phenomenal** speech you gave at the IIT alumni conference. At least a dozen attendees came up to thank me for inviting you to speak. I know you have a packed speaking schedule; I feel honored that you agreed to speak at our event. You made a **stunning impact** on every single person in the room."*

**Raj Menon, President IITNT**

## media



Time Magazine, Nov. 6, 2006

*“With about 1,000 clients a month, William Arruda is a leader in the growing field of personal-brand consultants, who help people pitch themselves in the job market and the dating arena.”*

**Jenine Lee-St John,  
Time Magazine**

William Arruda is regularly featured in high-profile national and international publications.

### **It’s a Brand-You World – Time Magazine**

*“Arruda is not some New Age self-help shaman. After two decades of promoting corporate brands like KPMG, IBM and Lotus software, Arruda founded Reach Personal Branding six years ago to help ordinary people figure out how to market themselves.”*

**Jenine Lee-St John,  
Time Magazine**



William has written for and contributed to literally hundreds of publications, including:

Chicago Tribune  
EnRoute  
Entrepreneur  
Fast Company  
Los Angeles Times  
New York Newsday  
New York Times

Sun Sentinel  
San Antonio News  
Strategies (France)  
Time Magazine  
Training and Development  
Trends (Belgium)  
Wall Street Journal



### **Package Deal, enRoute Magazine**

*"I'm having lunch with the world's leading Personal Brander, William Arruda. Arruda gives off a motivational glow. A trim, elegant man in a smart grey suit, he has a radiant type of confidence and a lightly tanned, business-class ease of manner that I associate with those philosophers of daytime TV. And, like those folks, Arruda doesn't talk about himself much. He's always turning matters back to the client."*

**Timothy Taylor, enRoute, Air Canada's Magazine**

William has also been featured in broadcast media and is frequently asked by journalists to comment on today's most fascinating personal brands, including, Martha Stewart, Madonna, David Beckham, Richard Branson and Donald Trump.



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## keynotes and workshops

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*"Fresh ideas presented with humor, enthusiasm and energy. The feedback from attendees has been glowing and we are already getting requests to have you back. This has been among our best events ever!"*

**Katarina Lind, IBM  
Professional  
Development  
Manager, Europe**

William delivers high-energy, actionable presentations on topics that are critical to today's fast moving, talent-centric organizations. His programs are all designed to help knowledge workers build their confidence, develop greater self-awareness and enhance their visibility, presence and leadership skills. Topics include:

- Personal and executive branding
- Leadership for executives and emerging leaders
- Internal brand activation
- Emotional Intelligence (EQ)
- Communications skills

### **1-2-3 Success!** Presentation Description

Personal branding is one of the new millennium's hottest topics and an essential tool for thriving in today's competitive environment. In this presentation, William Arruda takes you through the proven, three-step personal branding process so that you can learn the secrets of expressing your own personal brand. This inspiring presentation is ideal for executives and customer facing employees who want to use their unique skills and attributes to stand out and expand their success.

Branding is not about creating a false image for the outside world; it's about unearthing and maximizing your true strengths, values and passions in support of your goals. Personal branding enables you to define and communicate your area of expertise. It means building a solid and authentic reputation within your field and with your external constituencies so you can be more successful in your career and more fulfilled in life. Personal branding enables you to align what you do and how you do it with your individuality. It allows you to increase your confidence, self-motivation and visibility so that you can attract opportunities and reach your goals.

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## books

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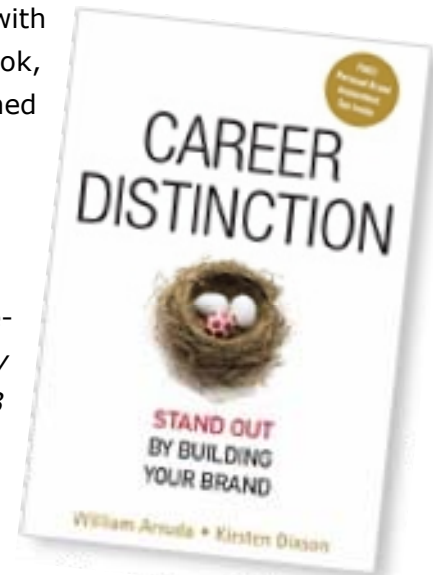
*"Hands down,  
this is the bible  
on branding for  
your career!"*

**Susan Britton  
Whitcomb, Author of  
Job Search Magic.**

William Arruda is the co-author (with Kirsten Dixson) of the upcoming book, *Career Distinction*, which will be published by J. Wiley & Sons in May, 2007.

[www.careerdistinction.com](http://www.careerdistinction.com)

In addition, he has sold thousands of e-books, including the *Brand Discovery Workbook* and the popular *1-2-3 Success!* Personal Branding series.



*"Arruda and Dixson are widely respected in the global career coaching community as gurus who not only teach but live the personal branding model, and their expertise and passion show through on every page of this practical, indispensable book. I highly recommend it to all who want the inside track to distinguishing themselves from the competition."*

**L. Michelle Tullier, Ph.D., Vice President, *Right Management* and  
Author, *Unofficial Guide to Landing a Job***

William and Kirsten are currently working on their second book about the role on-line identity plays in career success.

## about reach



*"I am a big fan of Reach and their unique personal branding process. I have a much greater focus for my business after having gone through the process."*

**Samantha Collins, Managing Director, Aspire and one of the UKs Top Ten Coaches**

**Reach™** where branding gets personal™

Reach helps individuals and organization build and nurture winning brands. From building comprehensive programs to turn your entire brand community into brand ambassadors to designing and delivering workshops on how to apply the principles of branding to your employees, Reach puts *people* in the equation and shows you how to leverage your human brand assets to drive business results.

### **Personal Branding**

Whether you're a sales manager incorporating your personal style into presentations, a senior leader using your corporation's brand attributes to stand out in the marketplace, or an employee building your reputation within the company through the consistent expression of your personal brand, we show you how to expand your success and the satisfaction you gain from your work. Our branding programs and consulting services are designed to enable you to use *who you are* to drive results for your career and your organization.

**360° Reach™**

Reach developed the first and leading personal branding assessment, 360°Reach. It has been used by over 50,000 career-minded professionals and consultants throughout the world.

**RBC**  
REACH BRANDING CLUB™

The Reach Branding Club provides personal branding services through an on-line e-learning and social networking environment. Our members include careerists, major corporations, career development professionals and business owners.

## contact

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*"William has a unique combination of coaching, and branding skills which enables him to work with executives to develop differentiated personal brands. Working with him has been fascinating for me and valuable to my business."*

**Christophe  
Ginisty, Founder  
and Managing  
Director, Rumeur  
Publique**

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