



## Catherine Kaputa

Self-Branding • Branding • Career and Life Success • Women's Leadership



Brand Strategist and President of SelfBrand ([www.selfbrand.com](http://www.selfbrand.com))  
Speaker and Author of *U R a BRAND*, winner of the Ben Franklin award for Best Career Book 2007

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### Profile

Corporate icons and star entertainers all understand what it takes to be in control and in demand — a unique brand. Learn the principles of how to think like a brand, harness your potential and take charge of your career and become an asset for your company, whether you aspire to the corner office, are stuck in the mid-level, or want to be more successful with clients and colleagues. Branding can be subtle or heavy-handed, out-dated or up-to-date, but if you don't participate you will be left behind. Self-branding shows you how to use the principles and strategies from the commercial world of brands and apply them to the best asset you have— YOU.

Catherine Kaputa is a branding coach, speaker and author of *U R a BRAND, How Smart People Brand Themselves for Business Success*, winner of the Ben Franklin award for Best Career Book 2007, and a bronze IPPY award.

Catherine is a twenty year veteran of branding and advertising — from Madison Avenue to Wall Street to the halls of academe to the founder of SelfBrand, a New York City-based brand strategy firm that works with people, products and companies. A personal brand builder her entire career, Catherine was a successful branding and advertising executive at Trout & Ries Advertising, and at Wells, Rich, Greene, where she supervised the award-winning “I♥NY” campaign. She was SVP, Director of Advertising and Community Affairs at Citigroup Smith Barney for over a decade, and adjunct professor at the Stern School of Business, New York University. Catherine has been featured on NBC, MSNBC, *The Wall Street Journal*, *The New York Times*, *USA Today*, *Pink* magazine and was a “Cool Friend” on [tompeters.com](http://tompeters.com).

### Topics

You are a Brand!

Keeping Your Brand in Demand

The Female Brand: Women and Success

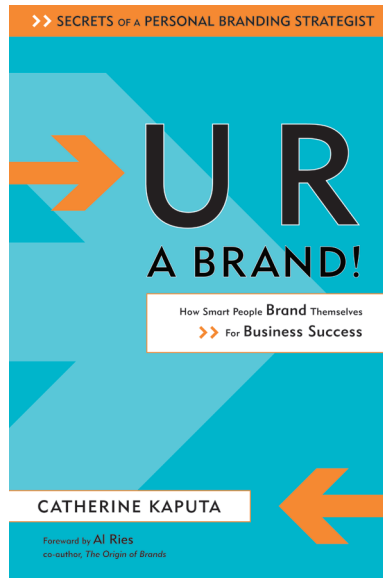
Transforming a Company, Product or Person Into a Brand

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### Praise for U R a BRAND

“The idea of self branding is Not Optional is today’s insecure world of commerce. U R A BRAND! is an excellent and welcome addition to the all too small library on the subject.”

-Tom Peters-

“There’s an old proverb that says ‘You eat life or life eats you.’ Catherine Kaputa and her brilliant ideas on self branding shows you how to be the diner and not the entrée.”

-Jay Conrad Levinson, author of “Guerilla Marketing” series of books-

“Catherine Kaputa has written an excellent complement to our book, *High Visibility*. We talk about how the celebrity industry helps create celebrities, and Catherine talks about how any person can bootstrap themselves into visibility.”

-Philip Kotler, Kellogg School of Management, Northwestern University-

“Al Ries and I once wrote a book about personal positioning called *Horse Sense*. I can honestly say that “U R a Brand” could be more helpful than our book. So, obviously, it’s worth reading.”

-Jack Trout, author of *Trout on Strategy*, president of Trout & Partners-

“Each individual is an important contributor to the success of any corporation. Catherine Kaputa’s insightful book shows you how to fully realize your potential and how to give yourself and the company maximum benefit.”

-Bill Roedy, Vice Chairman, MTV Networks-

“I first met Catherine Kaputa when she worked with us at our New York City advertising agency, Trout & Ries. That was some years ago, but I have always remembered her and her participation in the many meetings that took place in the ad agency. She was always the smartest person in the room.”

-Al Ries, co-author of *The Origin of Brands*, from the foreword to *U R a BRAND*-

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### Select Speaking List

#### Corporate

Intel  
UBS  
Bank of New York  
Boehringer Ingelheim  
Clear Channel

#### Women's Organizations

Financial Women of New York  
Women in Communication  
Pennsylvania Governor's Conference on Women  
Massachusetts Governor's Conference on Women

#### Organizations

United States Department of the Interior  
Harvard University, Graduate School of Arts and Sciences  
Northwestern University  
The Harvard Club, NYC  
New York University: Entrepreneur Summit  
NETIP: Indian Executives  
Washington Design Center  
Marketing Executives Networking Group  
International Executive Resources Group (IERG)