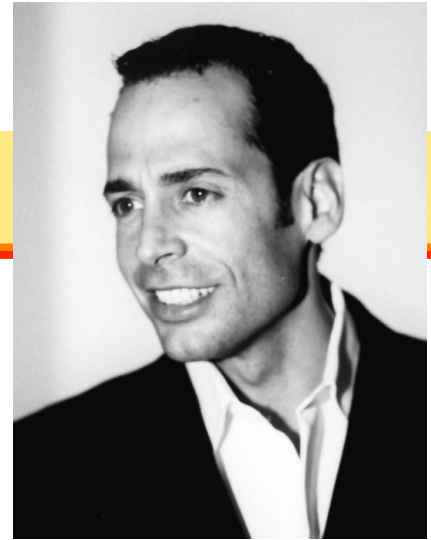


# william arruda

the personal branding guru

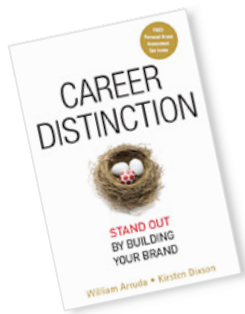
*energy • passion • inspiration*

"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 Development Manager



## bio

One of the most sought-after speakers on personal branding and employee motivation, William Arruda has delivered hundreds of keynotes to audiences of five to five thousand throughout the Americas, Europe, Asia and Africa. Combining his 25 years of branding experience with his passion for people, he founded Reach, the global leader in personal branding.



William's bestselling book, *Career Distinction*, has been called the instruction manual for career success in the new world of work.

**Microsoft:** "William exudes endless energy and fervor. He provided our group with humorous insights and actionable advice to help us succeed in our careers while providing greater value for Microsoft."

**Tamara Pesic**  
Director, Speakers Programs

## clients

William's clients include many of the world's most respected brands:

- Adobe
- American Express
- British Telecom
- Disney
- IBM
- JPMorgan
- Microsoft
- Ogilvy
- Warner Bros

**British Telecom:** "I recommend William to any organization that seeks to invigorate, motivate and engage their management teams."

**Jane Swift**  
Director, Executive Network

He has also delivered hundreds of presentations to academia, and NGOs, including: AMA, Wharton, Thunderbird, Stern, University of Michigan and Parson's School of Design.

## topics

- Personal Branding
- Leadership
- Reputation Management
- Internal Branding
- Emotional Intelligence
- Networking
- Online Identity
- Communications Skills

## media

William has appeared on BBC TV, the Discovery Channel and Fox News Live and has been featured in *Entrepreneur*, *Forbes*, and *Time Magazine*.

**Time Magazine:** "After two decades of promoting corporate brands like KPMG, IBM and Lotus software, Arruda founded Reach six years ago to help ordinary people figure out how to market themselves."

**Jeninne Lee-St John**

**Elle Magazine:** "Business gurus like William Arruda and Tom Peters teach their disciples how to market their unique abilities. Position yourself as a premium product (the Prada of product managers or dairy consultants), and premium opportunities and hefty paychecks follow."

**Susan Catto**

**Forbes Magazine:** "Big companies tap Arruda to lead charisma-boosting work-shops. Starwood Hotels hired him to speak to 300 execs."

**Suzanne Hoppough**

Call or email William to discuss your event or training needs: 1.212.537.9120; williamarruda@reachcc.com