

Executive Bio

Advantages:

1. Contains only the most positive and impressive information about you, without the need to give a complete historical record of your employment.
2. Allows you to present the information in any sequence you wish.
3. Reads quickly.
4. Avoids the job-hunter label, and therefore is ideal as background information for an informational, networking meeting.
5. Gives you formatting and writing style freedom

Special Uses:

In addition to using bios as alternative job search tools, they are frequently used in the following areas:

6. Networking
7. Consulting Assignments
8. Media Events
9. Public Relations
10. Speaking Engagements
11. Business Proposal Addendum

Basics

1. Start with your Personal Branding statement.
2. Limit your bio to one page, and divide it into about four paragraphs.
3. Write your bio in the 3rd person style.
4. Capture immediate and favorable attention in the first paragraph.
5. Customize, update, and revise your bio for each occasion.
6. Consider your audience. Design your bio from the reader's point of view.
7. Describe how you bring value to organizations & individuals.
8. Use powerful business language to tell how you solve problems.
9. Include a photo and logo. (You can use your initials for a logo.)
10. Describe your unique strengths and selling points supported by quantifiable achievements.



In these days of information overload, decision makers sometimes prefer executive summaries to reading detailed descriptions associated with a lengthy resume. The bio (biography) does not replace a resume, but presents selected skills, accomplishments, and personal background from your resume. The thought and effort that goes into the construction of your resume will make it easier to write a bio; make sure that your resume is completed before you begin sketching out your bio.

Writing Your Bio Paragraph By Paragraph

First Paragraph

Connects you with your reader or audience. Link your branding statement into this paragraph.

Use 3 or 4 sentences that introduce you to your reader and sets the stage for everything that follows. Big-picture view.

Example: _____ is a _____ professional recognized for his / her ability to ____ (your value / overall impact) _____. His / her unique talent in _____ (areas of expertise) _____ are supported by his / her strengths in _____, _____, _____, and _____. Add 1 -2 more sentences describing how you are / were seen by others.

Second Paragraph

Begin with your years of experience. Focus on your most recent company and position. Describe your highest impact effort / achievement(s) and your Branding Worksheet story. Ground-level view of high impact achievements & USPs.

Example: _____ expertise stems from _____ years of experience in _____ (functional areas / industry(ies)) _____. In his / her most recent position as _____, he/she _____ (significant accomplishment) _____. In addition, _____ (name another accomplishment) _____. May add 1 -2 more sentences describing / summarizing other areas.

Third Paragraph

Summation of previous career history. Emphasize additional / special skills.

Example: Prior to joining _____, _____ (name) _____ was a _____ (title) _____ with _____. In this positions, he / she _____ (accomplishment) _____. Additionally, he /she _____ (another accomplishment) _____.

Add 1-2 more sentences describing / summarizing other areas to include other companies and functions.

Fourth Paragraph

Validate your self-promotion. Cite your educational credentials, certifications, business related honors and awards.

Example: _____ (name) _____ earned his /her _____ degree / in what) _____ from _____ (school name) _____. He / she received additional training in _____. He / she is also a member of _____, _____, and _____.

Add any additional pieces of information re: professional development, awards, honors, etc.

Place your
picture here

NAME

Branding

Transforming ____ By ____

Name helps organizations and businesses..... He is a visionary leader..... With over 20 years of experience in Name builds high-performance teams and drives strong collaboration among multiple and diverse stakeholders.

Name turns into action..... enhancing making a difference in people's lives. At Company, a \$6B global company, he served as President of _____. He established a _____ system

Name is known for identifying strategic opportunities that have radically changed the market and positively transformed business models. At Corporation, a \$500M, publicly-traded company, Name established facilities in _____

Name's passion is in _____

Name is a frequent speaker on the topics of emerging markets, global innovation, and _____. He serves on the Board of Directors of _____

Name holds a BA in _____ from _____ College, where he graduated magna cum laude and Phi Beta Kappa. He holds a JD from the University of _____.

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ELIZABETH THOMPSON

Finance Executive

Catalyst for Transformation | Delivers Double-Digit Growth

Elizabeth has a history of successfully leading dynamic organizations to achieve significant growth and market presence. It is her keen understanding of corporate vision, insight into marketplace opportunities, strengths in building teams and instilling dedication to team success that has made her so effective.

Elizabeth has enjoyed a career with _____.

Most recently Elizabeth played a key role in merging the 62 combined Wealth Management sales teams into a new consolidated Wealth Management Group. Key accomplishments included consolidating the entire business model, sales process, compensation plan, training efforts, team locations and system support. In addition, she was able to develop a unified central market support function for the sales leadership effort ensuring a more cohesive and measurable model for profitability.

Elizabeth has also engaged her leadership skills to influence positive community development. Some specific highlights include organizing an all-female volunteer group in the construction of a Habitat for Humanity house; two-year tenure as Chairman of the United Way Leadership Circle Campaigns; and leadership of the Arts Council's fund drive.

Elizabeth earned her MBA from the University of North Carolina at Chapel Hill. She has also completed executive level leadership training from UNC-Chapel Hill and Duke University.

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ROBERT T. JONES

Business Development Director

Robert served as Director, Business Development and Customer Finance for Telco Inc. a provider of high-speed, scalable, and reliable core optical switches for telecommunication carrier networks. The role combined global, company-wide leadership of contract negotiation and management as well as providing financing strategies.

Robert began his career in Lent's Financial Leadership Development Program. During the program Robert gained experience in asset management, product management, and investor relations. On an assignment in Beijing, China, he focused on financial reporting and accounts receivable management. Upon completion of the program Robert was promoted to Credit Manager in the treasury department assessing business plans, cash forecasts and credit approved customers being considered for financing. Robert was then promoted to Director of Customer Finance where his responsibilities included the integration of acquired companies. This also included operations as well as structuring loans and managing the continuing relationship with the customer.

Robert earned his Master of Science in Accounting from Babson College. He completed his Bachelor of Science in Business with an emphasis in Finance from Northwestern University in Evanston, IL.

As his hobby, Robert trains with a triathlon team and competes in various triathlons throughout the year.

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Matthew Chan, CPA

CORPORATE BOARD OF DIRECTOR

CEO and Board member with a track record of serving both public and private companies. Corporate Executive and Entrepreneur - CEO of 3 companies and served as senior officer at Fortune 500 company. Open to additional Board of Director positions where my industry, technology, and business development expertise will be leveraged to infuse insight and

accelerate growth in collaboration with other Directors.

- Expertise in business strategy, sales and marketing, operations, technology, ecommerce, supply chain, customer relationships, management consulting.
- Industry experience includes: software, services, travel, distribution, healthcare, newspaper, manufacturing, education, media/entertainment, retail, financial services, professional services and consumer products.
- Experienced in – B2C and B2B companies and products, change management, industries in transformation, growth management, international expansion, M&A, and fund raising from venture capital and strategic investors.
- Passion for entrepreneurship, intrapreneurship, innovation and education.

SELECTED ACHIEVEMENTS

- Co-founder of start-up business that grew to \$5M in 4 years, with 30 employees and 17% NOI. Asset Management Service supporting Fortune 100 engineering design and development organizations.
- Secured financing and re-negotiated agreements, reducing interest rates by 33% and administrative costs by 25%.
- Oversaw entire financial management function for strategic new business venture and \$30M test equipment service business.
- Negotiated strategic business alliance with largest niche service provider.
- Led business acquisition and disposition reviews including a \$6M service business acquisition and \$15M product line disposition.

EDUCATION

BBA – International Finance
Boston University, Boston, MA

MBA – Finance and Accounting
Babson College, Wellesley, MA

CAREER EXPERIENCE

Cerian Asset Management

CEO

2007 – 2014

GenEquip Services, Inc.

CEO

2001 – 2007

The Chan Company

CEO

1995 – 2001

TCI Cable (Comcast)

SVP

1993 – 1995

GOVERNANCE & BOARD POSITIONS

- **Cerian Asset Management** – Director & Chairman
- **GenEquip Services, Inc.** – Director
- **Chan Company** – Director & Chairman
- **TCI Cable** – Director & Audit Committee Chair
- **NACD** – National Association of Corporate Directors: Board Member and Leadership Fellow