**How will a compelling personal brand benefit a professional in your chosen industry or desired career?** I find that developing a strong personal brand is crucial tactic to differentiate myself in a sea of applicants in the world of mobile development. The business world has become in large part an increasing force in social media. Mastering the ability to successful market oneself in cyberspace is becoming one of the most important skills to possess, as this has become a screening tool for employers to select potential employees.

**Who is your industry "hero" or someone you look up to and admire? What is your perception of their personal brand? Provide an example of a brand touchpoint that has influenced your perception of their brand.**

I find that I have yet to find and true industry “hero” but I do admire the tenacity of Tristan Walker. I’m not sure how I originally came across the man that Fast Company called “The Visible Man.” Describing him as “*a bold entrepreneur with a radical startup. An African-American. In tech, those two phrases usually don’t go together. Enter Tristan Walker*.” I found myself confused. Fast Company is a monthly American business magazine published in print and online that focuses on technology, business, and design, profiling innovative and creative thought leaders who are actively inventing the future of business.

Coming from a housing projects in Queens, New York to Silicon Valley this rising star, Tristan Walker with a following of over 300,000 is making his mark, and the industry is waiting with bated breath on what he will do next. Why? Walker is known for going after what he wants. While at Stanford, he sent a string of unsolicited emails to the founders of ‘foursquare’ (I understand no camel casing) and offered his services for free. He wanted to learn as much as he could from them and told them so. This drive landed him a full-time salaried position, eventually leaving some years later, after earning the title, Business Development Vice President. He strategically left his mark until beginning his own company. Though this company has nothing to do with apps. It is in healthcare of sorts, through this platform seeks to inspire an underrepresented demographic into the field of mobile development. It seems like a wide net that has been cast, though through blogs and social media, Silicon Valley’s golden protégé’ has landed himself a cyber following of well over 300,000 people, I’m currently following him on LinkedIn myself, he definitely has an unconventional-style.

**Have you noticed any benefits yet from growing your personal brand? What benefits to you anticipate? Has your personal network grown?**

Fine-tuning my social media has reconnected me to many former profession contacts. Using the same image across platforms seems to breathe new life into my LinkedIn and Facebook pages respectively. By removing the image of my cat, which has been there for years, on Facebook alone I have gotten almost 200 likes. I’ve begun sharing content on my LinkedIn, adding classmates and joining Mobile Development groups.

In addition, I have been able to participate in industry webinars that truly widened my eyes about UX and how mobile development works in concert with web developers. One of the images was of a silo, not sure if that is a traditional term used. In each silo was the developer of each area of focus: mobile devices, laptop and IoT or Wearable. I had no idea that The Internet of Things (IoT) is the network of physical objects -- devices, vehicles, buildings and other items embedded with electronics, software, sensors, and network connectivity--that enables these objects to collect and exchange data. This webinar alone helped me to understand that many designer/ developers fail to build to cross platforms as they should, which lead to system crashes.

I have come across virtual jobs fairs through the NSA, and openings at companies like Disney. So much support to aid in the interview process as a mobile developer, I had no idea that LinkedIn was as viable a tool as it was.

**How will you continue to improve and build your personal brand?**

Understanding the complexity of the market, decided what makes myself unique as I craft my individual expertise. Share content on industry specific platforms and promote a dialog. Learn…grow, and focus of what is trending. Learn from those I wish to emulate.