



# BRINGING THE \*PERSONAL\* BACK TO BRANDING

Rebecca K Andersen | @RebeccaKAnders | [tinyurl.com/authenticbrandGHC18](http://tinyurl.com/authenticbrandGHC18)

 #GHC18

Sony Changes the Game • L.L.Bean Delivers the Goods • Netscape Gets Attitude

# FAST COMPANY

How Smart Business Works

August/September 1997

The Brand Called

# YOU

You Can't Move Up If You Don't Stand Out!

Nike and Starbucks: What Great Brands Do  
Tom Peters: What YOU Should Do

PLUS Hire Great People Fast! Cisco and Yahoo Show You How

\$3.95 US  
\$4.95 CANADA





“When we are packaged,  
we’re **ineffective** +  
**inauthentic.**”

- *Sheryl Sandberg*





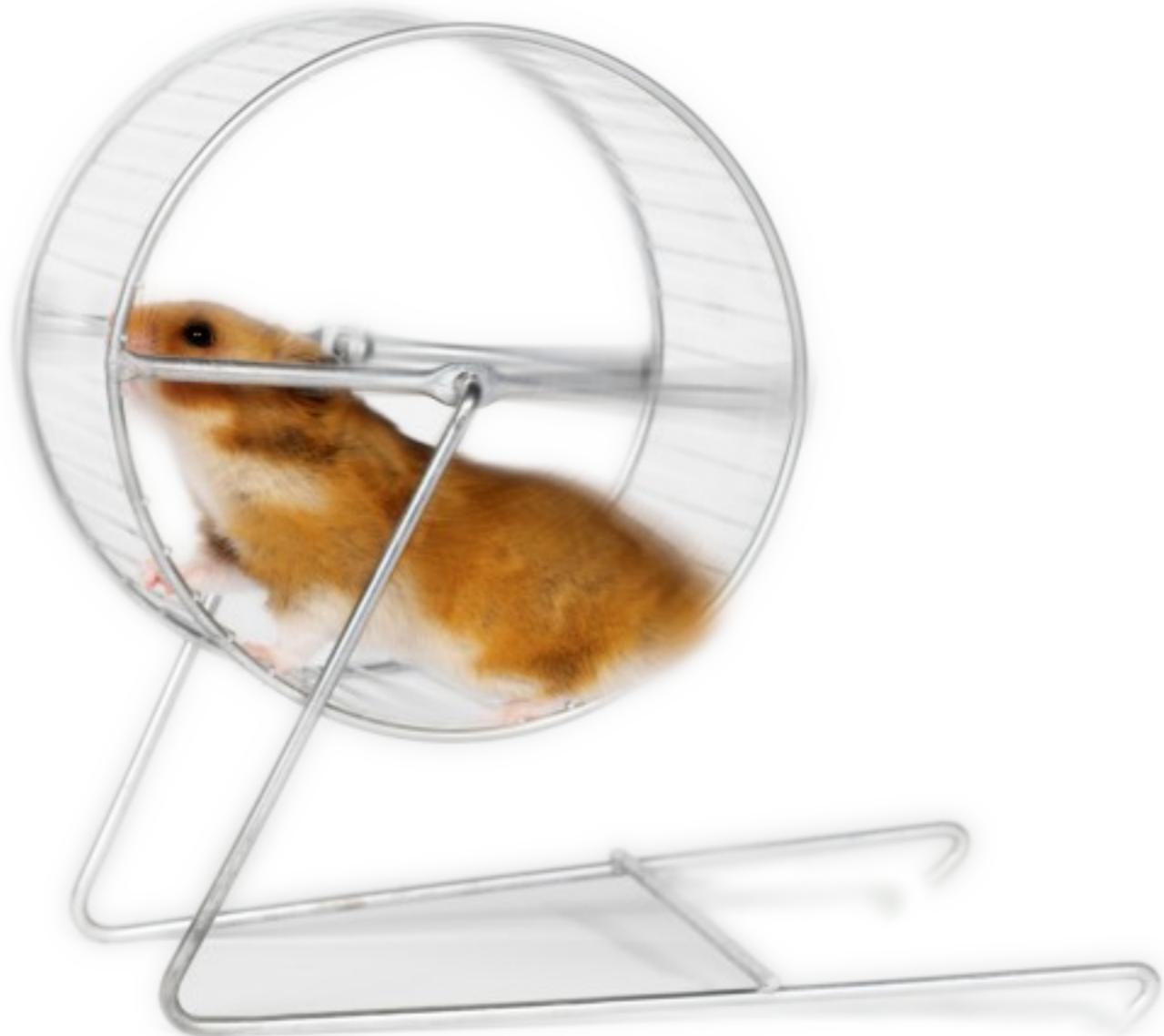
I use design thinking  
to build engaged  
communities and  
help people connect  
to meaningful work.

# How do you cultivate an authentic brand?



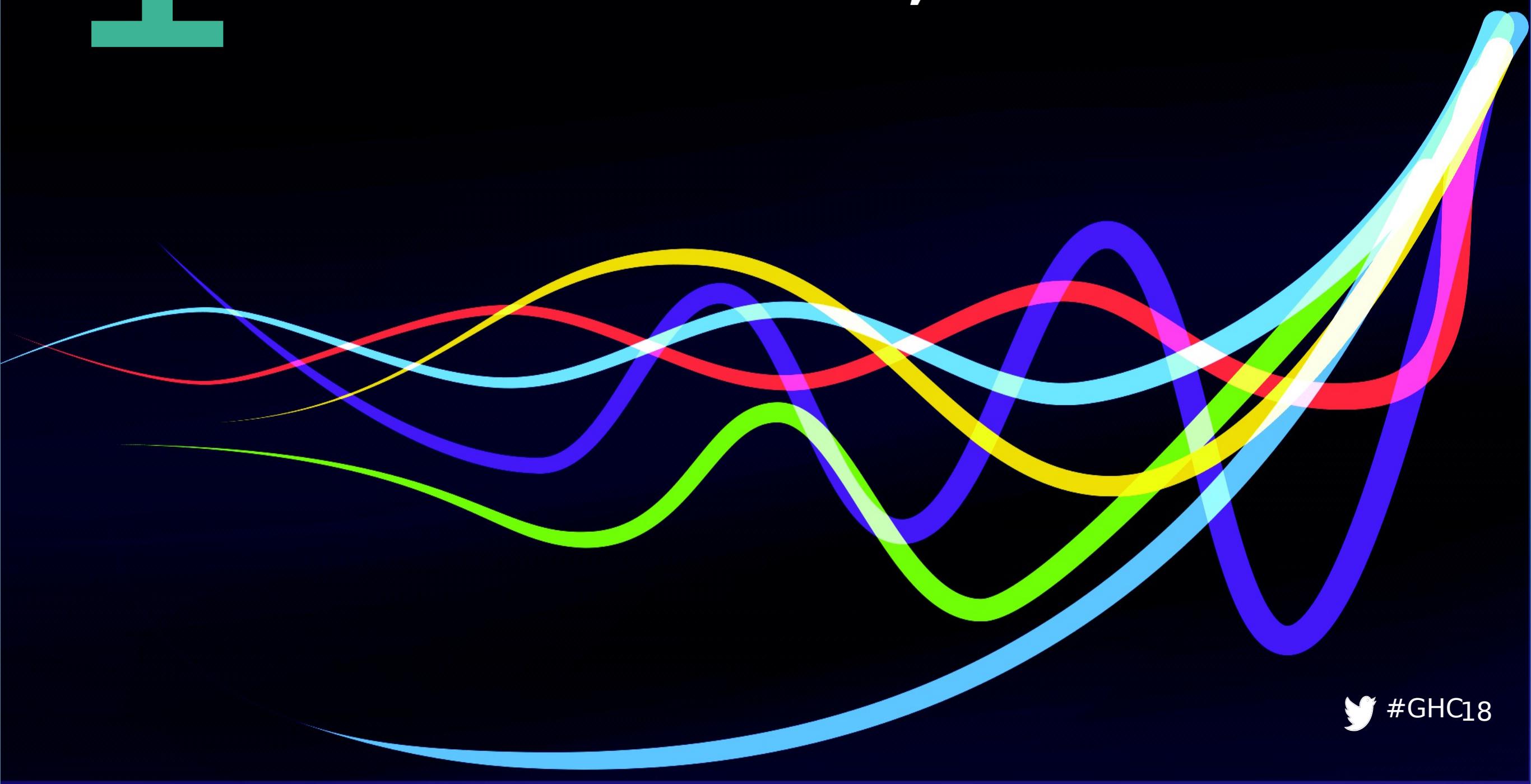


Be ~~better~~ than the competition.



FOCUS  
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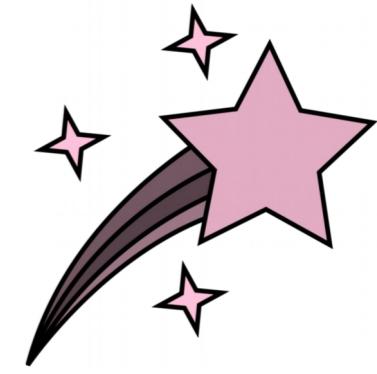
# 1 Be different, be YOU.



**Individuality** is the  
one place in your life  
where you have *no*  
*competition.*

## Values

What do you believe in? What are you willing to commit to?



## Strengths

What are you good at? When are you 'in flow'? \*What do you never want to do again?



## Passions

What are you curious about? What impact do you want to have?

**Communication Style** How do you interact with the world? What brings you energy?

You have to  
**STAND OUT.**

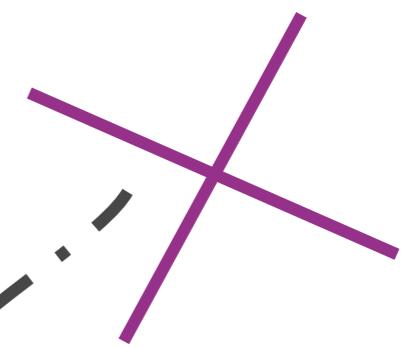


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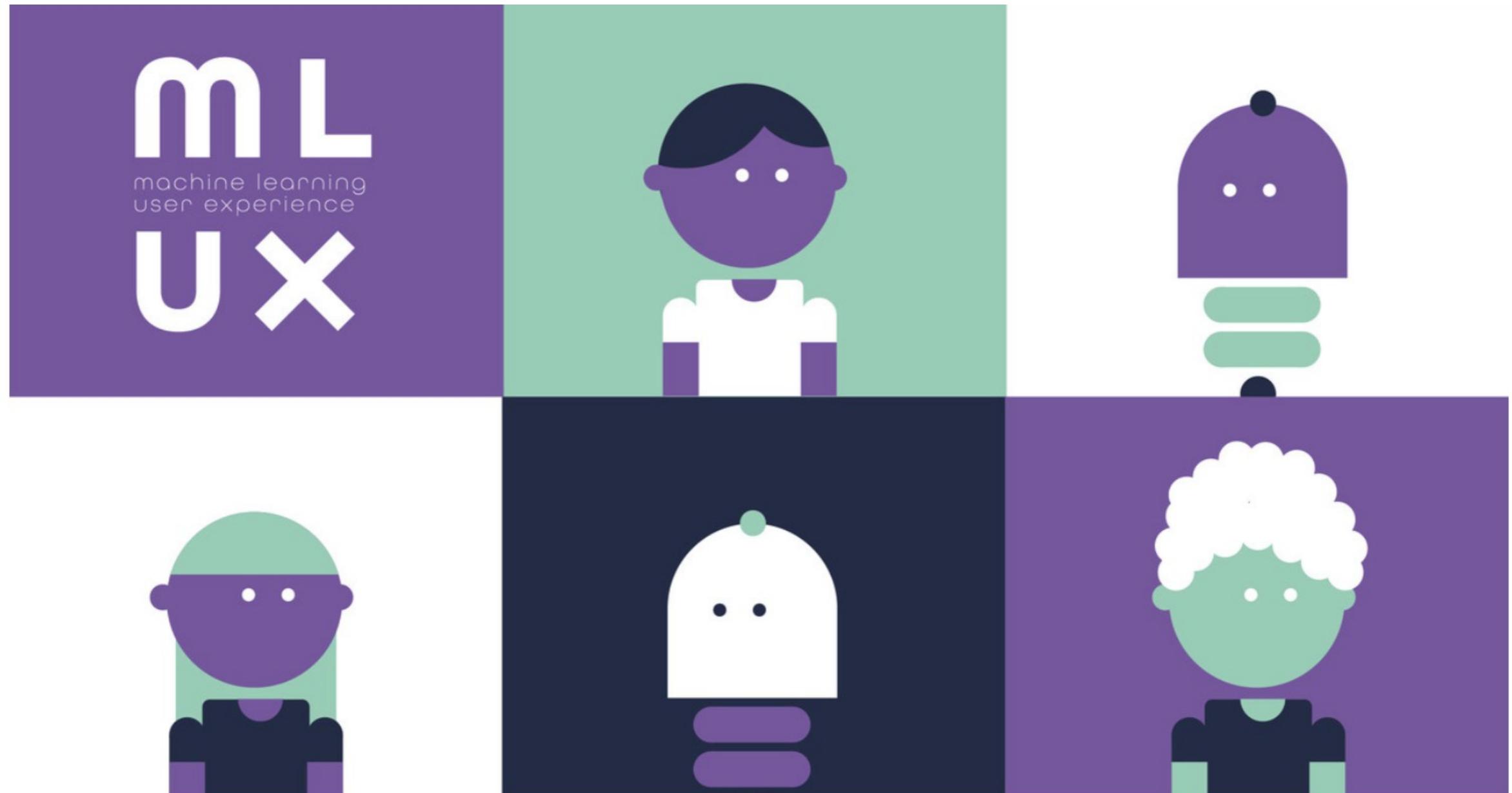


REFRAMING

Embrace  
who you  
are..



...and prototype  
along your journey.



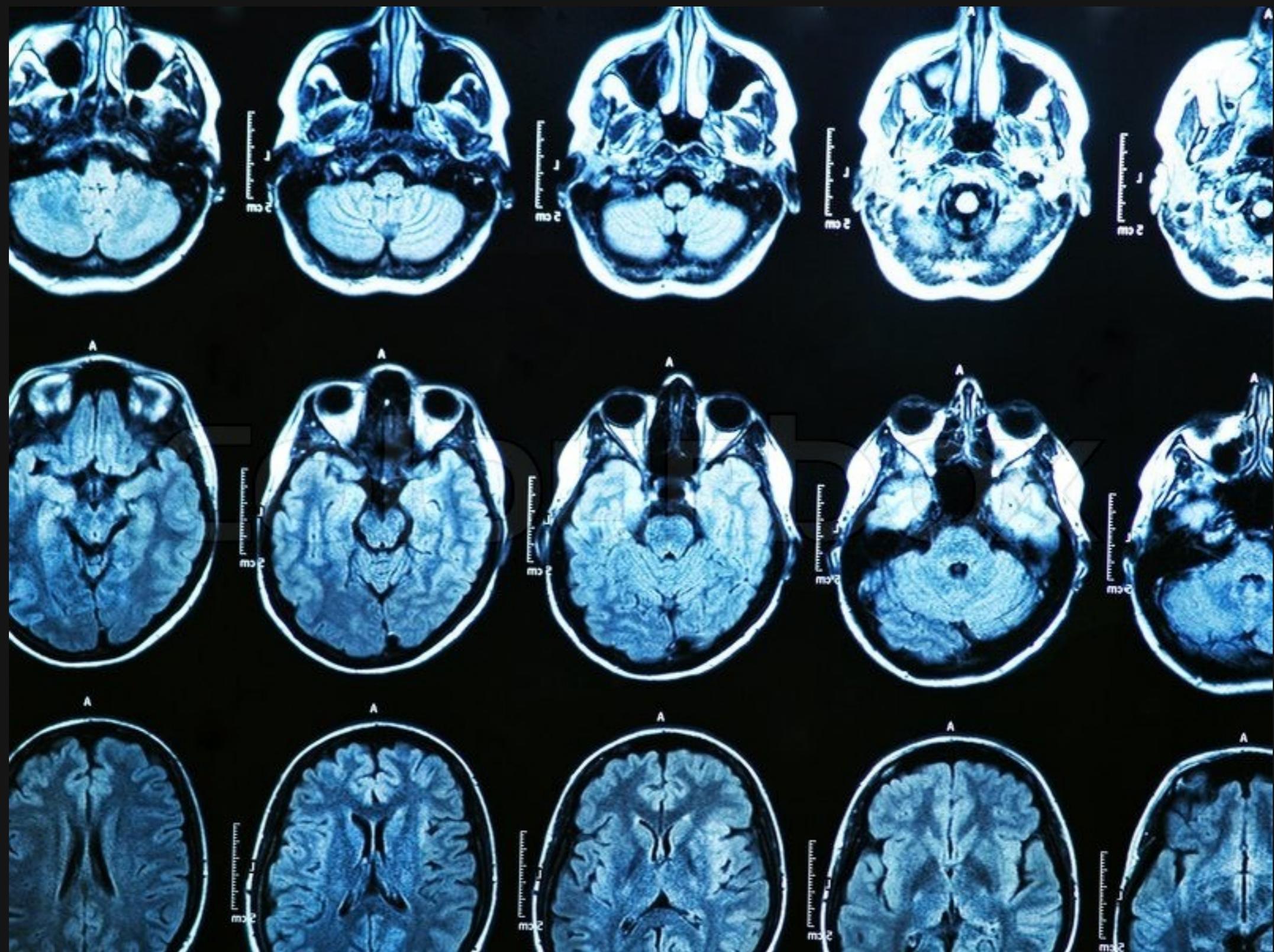
Big thank you to [www.tovahdesign.com](http://www.tovahdesign.com) for the new logo and branding!

# MLUX SF turns 1 year old!

Quid  
Autodesk  
Clara Labs  
SAP.io  
Noodle.ai  
Salesforce  
Google  
IDEO



1,200+ members



# What can this story tell us?

Injecting the personal into the professional can boost performance & the quality of care.

“...people will forget what you said,  
people will forget what you did, but  
**people will never forget the way you  
made them feel.”**

- Maya Angelou

# 2 Make it personal.

- Show humanity.
- Help others.

# Consider your audience.

What does your target audience want?

How can you help overcome obstacles?

What will life look like if they reach success?





Rebecca Andersen

I build engaged communities and help people connect to meaningful work. Certified Design Your Life Career Coach, UC Berkeley Educator, and Soccer Mom.

Sep 26 · 5 min read

# Bringing the \*personal\* back to branding.



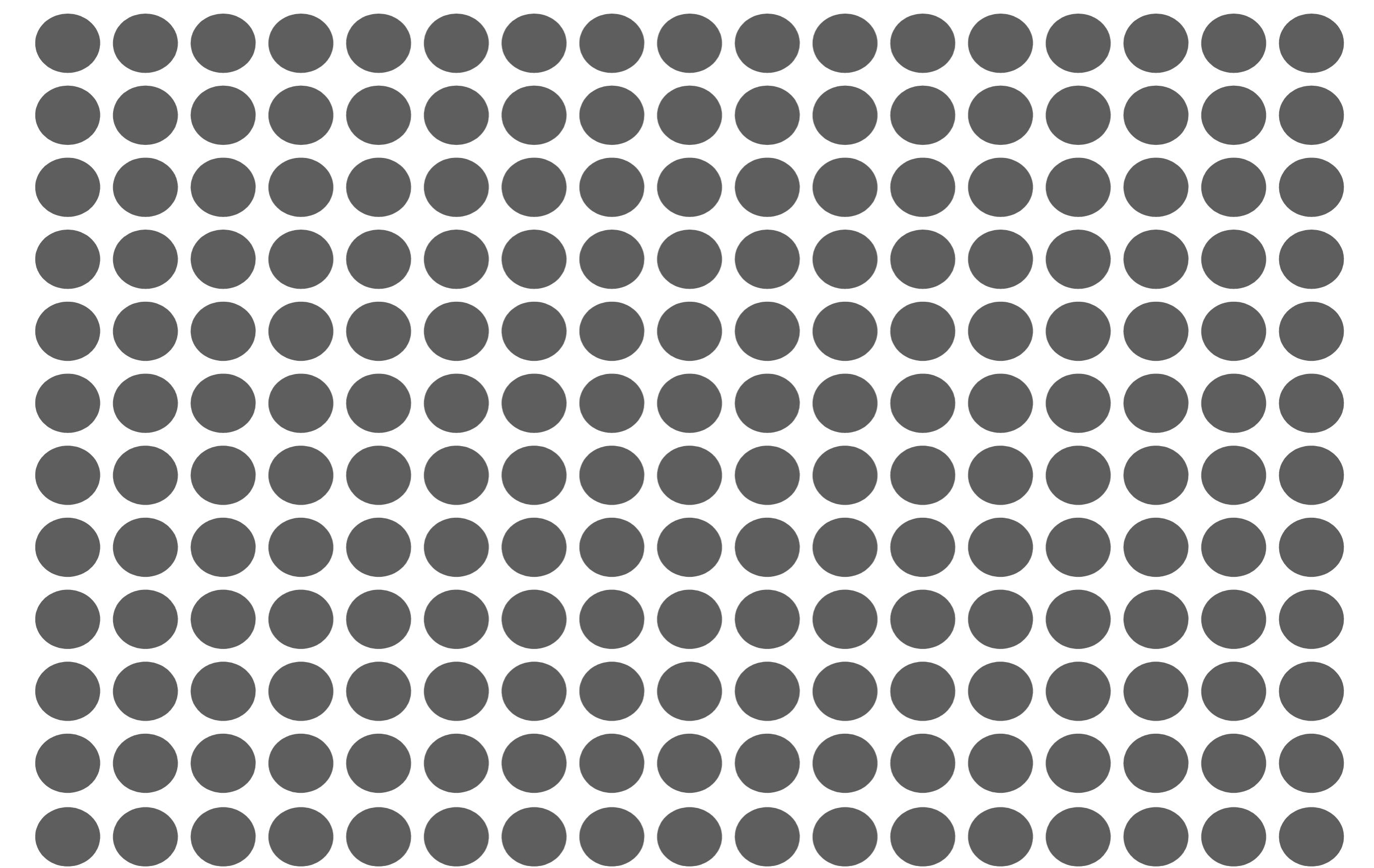
Take a leap. Be vulnerable and showcase your authentic self as your brand.

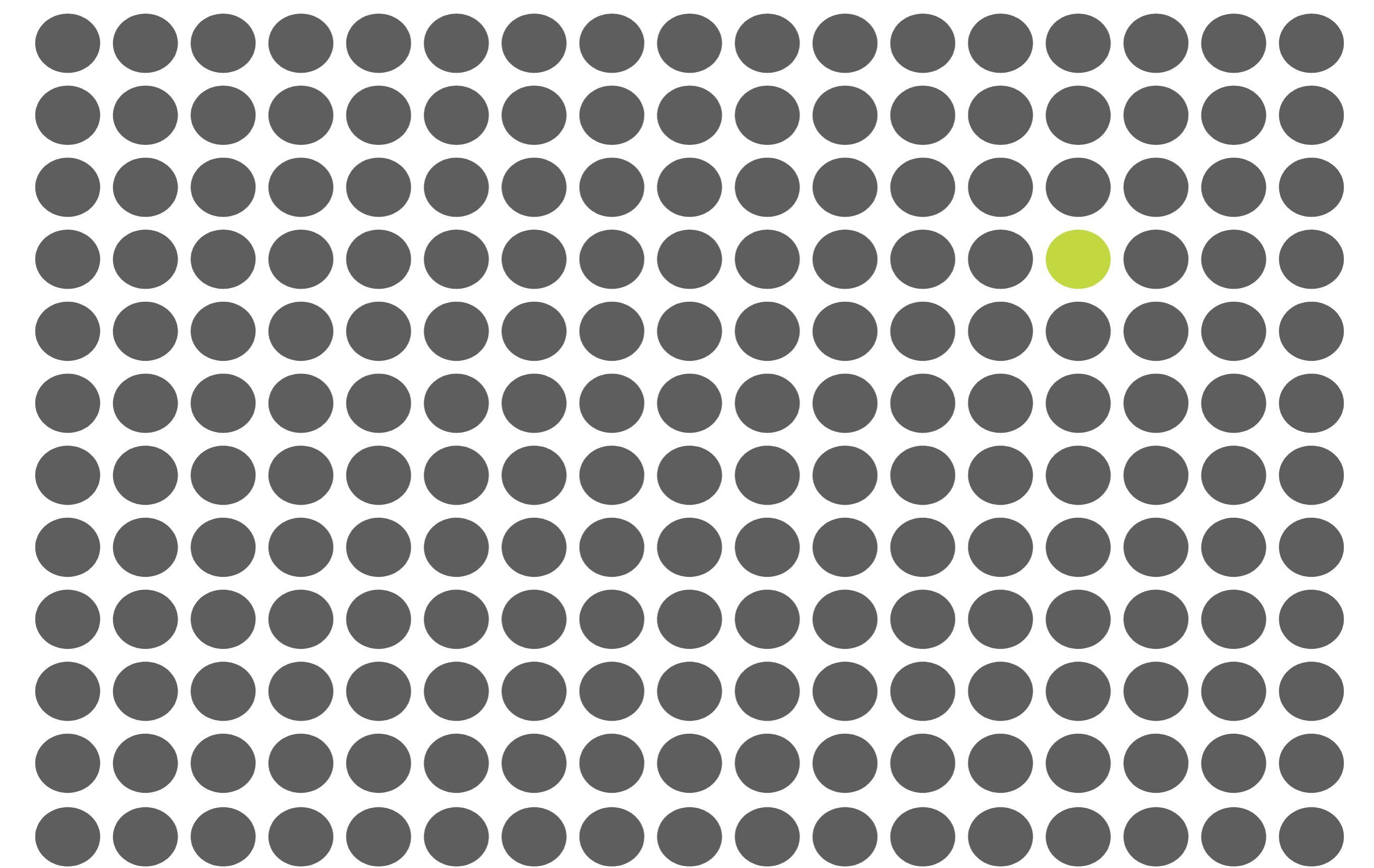
Let me get personal for a minute in this post on personal branding. I've taught many workshops and coached countless individuals to stop chasing 'better' and instead embrace their own worth. This year I will be speaking at the Grace Hopper Conference on this topic, and as the conference date draws near....I have found myself stuck in an endless comparison loop.

I've looked at other women who are speaking and have only seen my deficiencies. I've accepted invitations to Senior Leadership activities, while at the same time questioning my right to be there. I've looked for confirmation that I didn't belong...and when you look for that, you will always find it.

But then I remembered:

- Belonging doesn't come from fitting in, but from standing strong in who you are (and 'who you are' is defined by the journey—not the end result).
- ~~Professional growth comes from being vulnerable, taking the risk to show~~











# 3

# Always be innovating.



# Peder Connor Andersen

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## Professional Profile

A former Python and Java programmer with newly acquired skills, an insatiable intellectual curiosity, and the ability to mine hidden gems located within large sets of structured, semi-structured and unstructured data. Able to leverage a heavy dose of mathematics and applied statistics with visualization and a healthy sense of exploration.

## Education

**University of California, Berkeley** - Master of Information and Data Science, May 2015 (anticipated)

**Relevant Courses:** Research Design and Applications for Data and Analysis, Exploring and Analyzing Data

**University of Wisconsin, Madison** - Bachelor of Computer Science, May 2010

## Core Competencies

**Strategic Thinking:** Able to influence the strategic direction of the company by identifying opportunities in large, rich data sets and creating and implementing data driven strategies that fuel growth including revenue and profits.

**Modeling:** Design and implement statistical / predictive models and cutting edge algorithms utilizing diverse sources of data to predict demand, risk and price elasticity. Experience with creating ETL processes to source and link data.

**Analytics:** Utilize analytical applications like SAS to identify trends and relationships between different pieces of data, draw appropriate conclusions and translate analytical findings into risk management and marketing strategies that drive value.

**Drive Enhancements:** Develop tools and reports that help users access and analyze data resulting in higher revenues and margins and a better customer experience.

**Communications and Project Management:** Capable of turning dry analysis into an exciting story that influences the direction of the business and communicating with diverse teams to take a project from start to finish. Collaborate with product teams to develop and support our internal data platform and to support ongoing analyses.

## Skills and Tools

- NoSQL data stores (Cassandra, MongoDB)
- Hadoop, MySQL, Big Table, MapReduce, Mahout
- D3.js, Tableau
- Python, iPython, C, C++, Java, Javascript, R

## Experience

### Accelerated Pipeline, San Francisco, CA

2012 – present, Data Analyst

Work closely with various teams across the company to identify and solve business challenges utilizing large structured, semi-structured, and unstructured data in a distributed processing environment.

Analyze large datasets to provide strategic direction to the company.

Perform quantitative analysis of product sales trends to recommend pricing decisions.

Conduct cost and benefit analysis on new ideas.

Assist in developing internal tools for data analysis.

### Sharknado, San Francisco, CA

2010 – 2012, Software Engineer

Coded, tested, debugged, implemented and documented apps using Java and Ruby.

Developed eCommerce solutions and social networking functionality.

Designed, developed and maintained eCommerce and social networking applications.

Built report interfaces and data feeds.

Gathered and collected information from various programs, analyzed time requirements and prepared documentation to change existing programs.

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www.conman.com

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2012 – present

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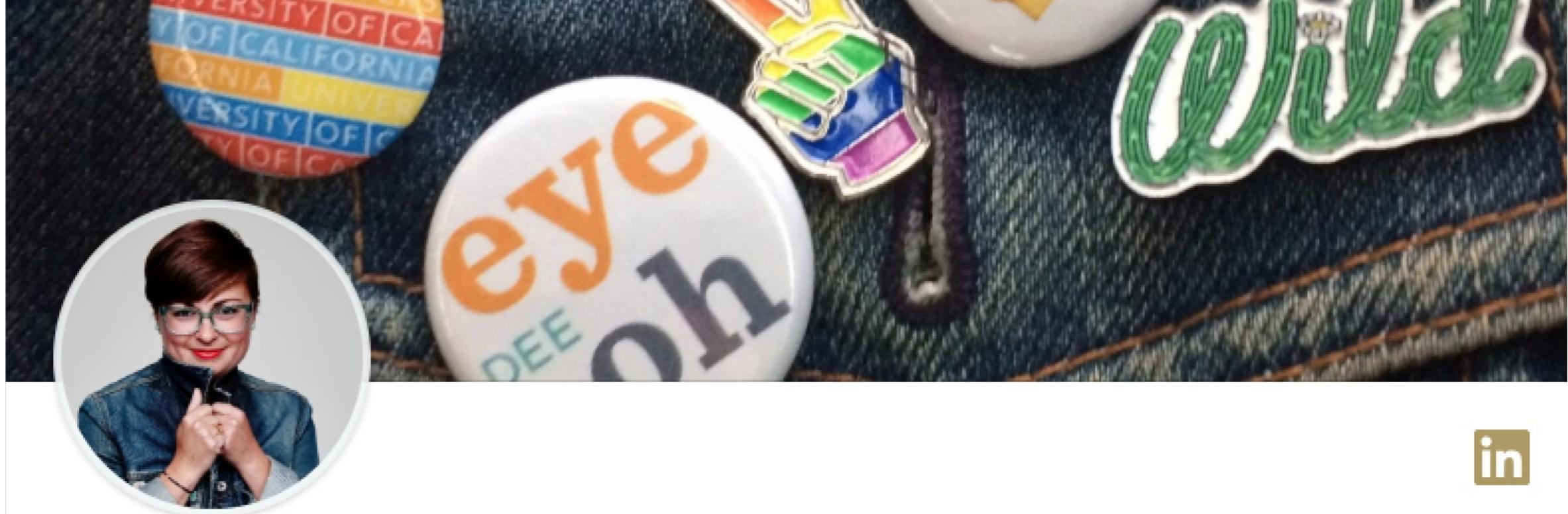
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Virginia Martinez • 1st

Natural Born Match-Maker, Slightly Annoying Question  
Asker, Relentless Problem Solver, and Tough-Love  
Distributor

San Francisco Bay Area

IDEO

Boston College

See contact info

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With over 15 years of Recruiting experience, at the core I am strategic partner to organizations, leadership, hiring managers, and candidates. I enjoy identifying and exploring opportunities for process improvement as much as I enjoy implementing and scaling those initiatives. I have experienc...

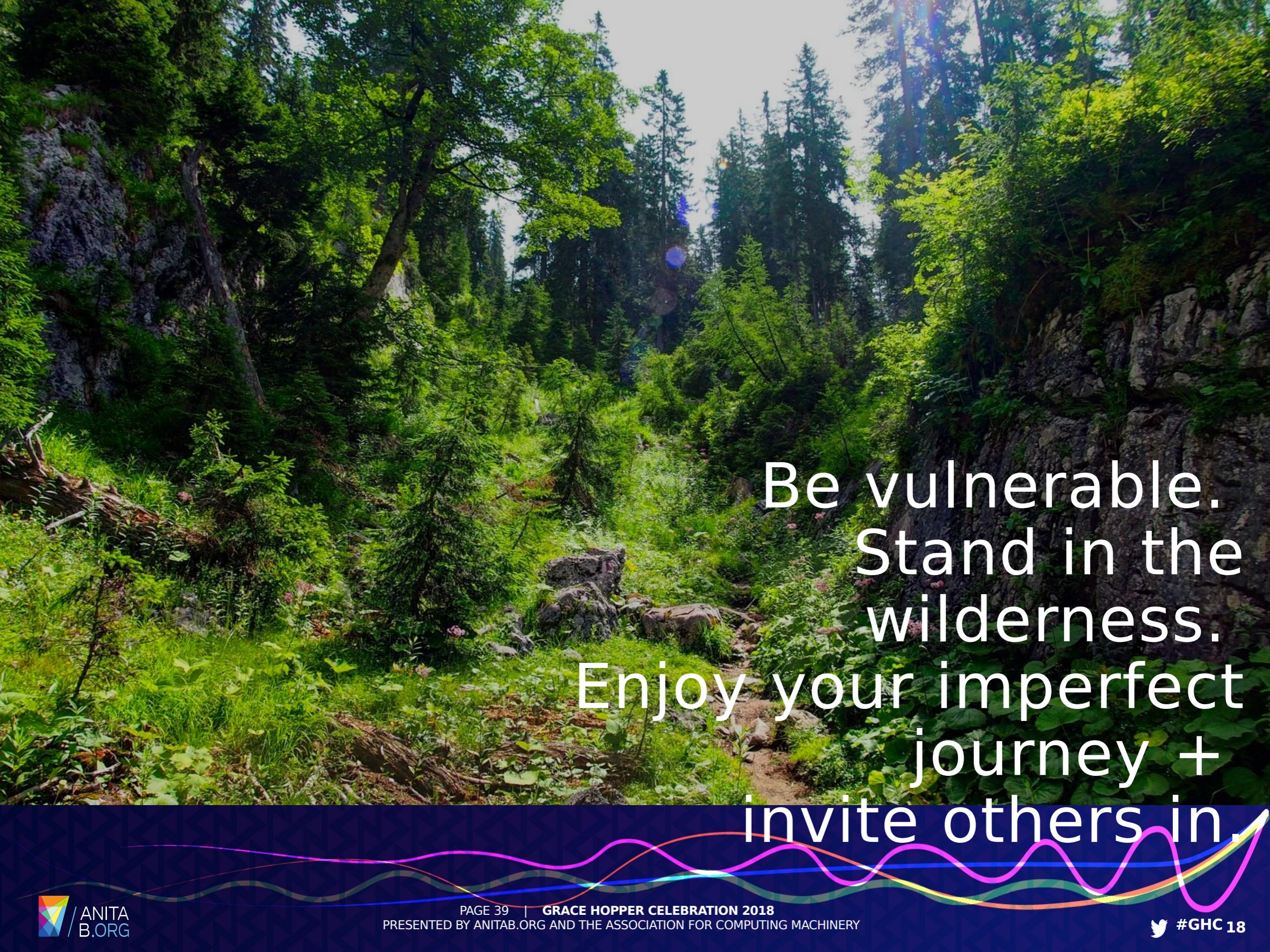




# Final Notes.

Make it easy for others  
to understand your  
strengths and what is  
unique to **YOU**.

*(and how you can help  
**them**.)*



Be vulnerable.  
Stand in the  
wilderness.  
Enjoy your imperfect  
journey +  
invite others in.



[tinyurl.com/authenticbrandGHC18](http://tinyurl.com/authenticbrandGHC18)