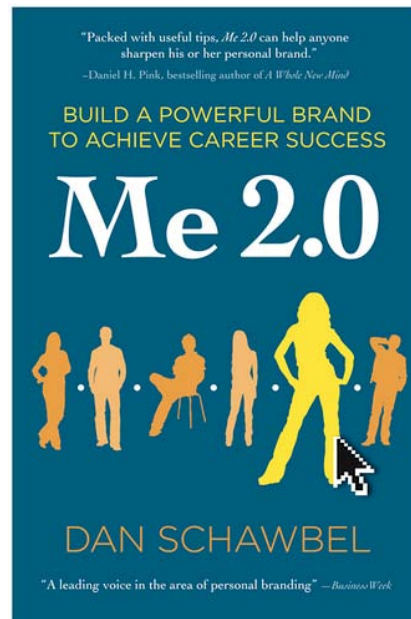


# Dan Schawbel

The Leading Personal Branding Expert for Gen-Y



Bestselling Author of  
***Me 2.0: Build a Powerful Brand to Achieve Career Success***

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# Bio



Dan Schawbel is the leading personal branding expert for Gen-Y. He is the author of the bestselling career book, [Me 2.0: Build a Powerful Brand to Achieve Career Success \(Kaplan, April 2009\)](#). *Me 2.0* made the Amazon top 100 business book bestsellers list when it came out and was the #1 job hunting book. It also made the New York Times summer reading list for job seekers, was one of three social networking books recommended by Shape Magazine, was the #1 career book of 2009 by The New York Post and is being translated into Japanese and French.

With over 900,000 results for his name in Google, Fast Company calls Dan a “personal branding force of nature” and The New York Times calls him a “Personal Branding Guru.” If you search for branding experts in Google, Dan ranks #2! Recently, BusinessWeek named Dan as one of twenty people entrepreneurs should follow on twitter, alongside Richard Branson and Details Magazine cited him as one of five internet guru’s that can make you rich, alongside Seth Godin. He is the founder of the [Personal Branding Blog®](#), which was the #1 job blog by Careerbuilder in 2008, is an AdAge top 30 marketing blog and is syndicated by Reuters, Forbes, Fox Business and other major networks. Dan is also the publisher of [Personal Branding Magazine®](#) and the [Student Branding Blog](#), head judge for the [Personal Brand Awards®](#), director of [Personal Branding TV®](#) and holds live Personal Branding Events. As a brand futurist, he was one of the first seven bloggers to have their own iPhone application.

In 2007, Dan co-created one of the first social media positions in a Fortune 200 company, EMC Corp. Now, he is the managing partner of his own company, called Millennial Branding, LLC. He is a syndicated columnist for Metro US (New York, Boston & Philadelphia), reaching over 1.2 million readers bi-weekly. At 26 years old, Dan is BusinessWeek’s youngest [columnist](#) and CBS Interactive’s BNET. He is also a featured contributor to Mashable, LifeHack, and MediaPost and he has written articles for BrandWeek Magazine and Advertising Age.

“Personal branding force of nature”

**FASTCOMPANY**

“A leading voice in the area of personal branding”

**BusinessWeek**

“Gen-Y branding expert”

**Entrepreneur**  
MAGAZINE

“Personal branding guru”

The New York Times

“New-economy guru”

**DETAILS**

Dan has interviewed over 250 successful business people and celebrities, such as MC Hammer, Kathy Ireland, Jerry Springer, Perez Hilton, Timbaland, Tim Ferriss, Marcus Buckingham, Tony Hsieh, George Foreman, Guy Kawasaki, Ken Blanchard and Tucker Max. He's been featured in over 150 media outlets, such as The New York Times, The Wall Street Journal, BusinessWeek, The Washington Post, CBS, ABC News, MSNBC, NPR, USA Today, Forbes, and The Boston Globe. Dan has 8 years of marketing experience, employed at companies such as EMC, Reebok, Lycos, LoJack, and TechTarget.

Dan is a keynote speaker at colleges and universities, such as Harvard and MIT and at major companies such as Time Warner and CitiFinancial. He helps both individuals and companies with creative branding solutions.

# Speaking Testimonials

“Dan’s in-depth knowledge of how to leverage social media for personal branding was so provocative that the room was buzzing after the session. While clearly an expert in the latest high tech trends in personal branding, Dan’s message was also one of finding your passion and unique edge and then leveraging it through creativity and communication in ways that captivated everyone’s attention.”

- **Kerri St. Jean, Vice President, Human Resources, Comcast**

“We were thrilled to have Dan come in and speak to us about social media/networking and the importance of personally branding. His dynamic and interactive presentation sparked a lot of conversation and great questions. So much so, he joined us in our networking reception after the event where he answered additional questions, networked with the group, and signed copies of his new book! If you’re looking for a relatable, down-to-earth, personal branding expert – Dan is the guy!”

- **Amanda Hall, Recruiting, Time Warner, Inc.**

“I recently listened to Dan speak about his new book, Me 2.0, and suddenly was more excited than ever about the power of social media and on-line networking. I’ve already taken much of his advice to heart and subscribed to many of his recommended websites.”

- **Stacy Curtin, TV News Producer, CNN**

“You were a great addition to the class — they were unsurprisingly impressed with all you’ve accomplished and what wisdom you have already brought into the marketing conversation.”

- **Robert E. Brown, Adjunct Professor, Harvard Extension School**

“I can’t thank you enough for the excellent presentation last night. As I mentioned, the students and the staff were totally engrossed. I’ve worked in this field for more than 14 years and you are one of a very few exceptional speakers that I’ve invited to campus. “

- **Nicole M. Anderson, Assistant Director of Career Services, Tufts University**

“He provided the students with cutting-edge and practical tips for building a great career – not just finding a job. Dan is passionate about personal branding and he’s a powerful role model for young people willing to seize opportunities and chart their own course. I’ve already received several Tweets from students who’ve started taking his advice.”

- **Steve Quigley, Associate Professor, College of Communications, Boston University**

# Misc Testimonials

“Dan is the man when it comes to personal branding.”

- **USA Today**

“The champion of personal branding.”

- **Alan Webber, co-founder, Fast Company Magazine**

“Dan is the most prolific expert on twenty-something personal branding out there today. In just a year or two, he has become a major force to be reckoned with, hobnobbing with the best in the business and continually delivering powerful, valuable content.”

- **Alexandra Levit, Columnist, The Wall Street Journal**

“Dan is stirring it up and making it happen.”

- **David Meerman Scott, bestselling author, The News Rules of Marketing & PR**

“Dan Schawbel, the king of personal branding.”

- **Ryan Healy, cofounder, Brazen Careerist inc.**

“Dan is a personal branding dynamo...I'm astounded by his commitment and energy in all that he does.”

- **Anita Bruzzese, syndicated career columnist, Gannett/USA Today**

“Schawbel understands the importance of having a strong personal brand when it comes to finding success.”

- **Tim Sanders, New York Times best-selling author**

“Dan makes it easy to get smart on the latest in personal branding so that you can be the ultimate commander of your career.”

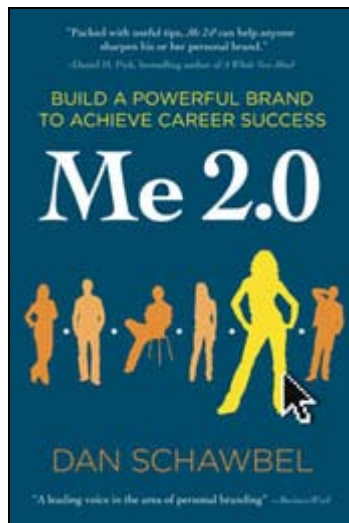
- **Polly Pearson, Vice President, EMC Corp.**

“Dan Schawbel is at the “tip of the spear” as branding and social media converge and become personally relevant to millions.

- **Cali Ressler and Jody Thompson, coauthors of Why Work Sucks and How to Fix It**

# Media

## Me 2.0: Build a Powerful Brand to Achieve Career Success



1 of 3 social networking books you should be reading

**SHAPE**  
Magazine

A Summer "Must Read" for Job Seekers

The New York Times

#1 Career Book for 2009

**NEW YORK POST**

### [PersonalBrandingBook.com](http://PersonalBrandingBook.com)

In a world of changing business practices and uncertain futures, Me 2.0 offers practical and proven advice about personal branding from an authority on the matter. In the first book about personal branding written for the millennial generation by a millennial, Dan Schawbel bridges the gap between the current business climate and the progressive best practices of the future. Covering a variety of topics all crafted to improve one's success in the job market, Schawbel proves that just being in the game is not enough, and that one's success lies in being ahead of the game.

### Some highlights from the book include:

- A proven 4-step process for building a powerful brand (discover, create, communicate, maintain).
- Tips on using social media tools for personal empowerment, confidence building, and professional networking in order to attract jobs directly to you, without applying!
- Tested advice on how to create an online and offline presence for career protection and self-promotion.
- Over 40 expert quotes from leaders including Don Tapscott, Guy Kawasaki, Penelope Trunk, and David Kirkpatrick of Fortune Magazine among others.

- More than 70 research reports, three personal case studies and examples to give you a broader perspective on the topic.

**Bottom line: This is the handbook for surviving and thriving in the digital age**

What people are saying about *Me 2.0*:

"The Business world is changing and what Dan Schawbel has captured in this book is the pulse of the changing branding market."

- **Gary Vaynerchuk, New York Times bestselling author of *Crush It!* And host and founder of Wine Library TV**

"A decade ago, Tom Peters introduced us the world of "The Brand Called You." Now, Dan Schawbel offers a terrific field guide for navigating the terrain that has emerged. Packed with useful tips, *Me 2.0* can help anyone sharpen his or her personal brand."

- **Daniel H. Pink, New York Times bestselling author of *A Whole New Mind* and *The Adventures Of Johnny Bunko***

"*Me 2.0* is an easy, thought-provoking read and recommended for anyone who may find themselves back on the job market with only a paper resume as a calling card."

- **Entrepreneur**

"[Schawbel] presents a very detailed and comprehensive guide to employing a full arsenal of mostly online tools -- including social networking -- to develop a public persona that will enable you to be the go-to person for your area of expertise. In addition, he provides a very thoughtful set of self-assessments and bullet points for evaluating and acting upon the appropriate combination of tactics to ensure that top of mind attention is paid."

- **Miami Herald**

"Dan Schawbel's new book, *Me 2.0*, provides a comprehensive crash course on personal branding that includes easy to understand tips and strategies, expert quotes, and even a personal branding toolkit."

- **Fast Company**

"*Me 2.0* is an instruction manual for developing your personal brand and then leveraging that brand to command your career."

- **New York Post**

## Personal Branding Blog



[PersonalBrandingBlog.com](http://PersonalBrandingBlog.com)

The #1 authority when it comes to personal branding on the internet. Each post offers advice, strategy and insight into the world of personal branding and allows readers to develop their own brand and have a successful career.

### Achievements:

- Rated the #1 Job Blog by Careerbuilder.com in 2008
- 60K global unique visitors every month
- Ranked #1 on Google for personal branding
- Over 13,000 daily subscribers
- 9 expert contributors
- Recommended by Monster.com and Tom Peters
- Syndicated on Reuters, Fox Business, Hoovers and Forbes
- MC Hammer's Top 10 Favorite Blogs
- Penelope Trunks Top 10 Blogs If You've Been Laid Off
- Top 30 AdAge Marketing Blog

## Student Branding Blog



[StudentBranding.com](http://StudentBranding.com)

The #1 (and only) resource for career and personal branding advice for high school, college and graduate students. This blog, with the support of experienced college career counselors and recent graduates, helps students capitalize on their own unique abilities.

### Contributors are from:

- University of North Carolina
- University of Nevada
- University of Wisconsin
- University of Delaware
- UCLA
- Syracuse University
- Tufts University

## Personal Branding TV



[PersonalBrandingTV.com](http://PersonalBrandingTV.com)

Personal Branding TV is an online television show dedicated to personal branding and related subjects. The objective of the show is to instruct and discuss the significance of personal branding as it pertains to professionals becoming valuable assets to corporations.

### The show features:

- Interviews with entrepreneurs, CEO's, young professionals and other individuals who both exude a unique Personal Brand and put it in practice in their businesses.
- Developing student and young professional brands, through the creation of a core message, resume and overall brand persona.
- Teachings on personal branding and related subjects, such as web 2.0, career development, recruitment, and marketing.

## Personal Brand Awards



[PersonalBrandAwards.com](http://PersonalBrandAwards.com)

The Personal Brand Awards are for those individuals who exemplify a strong personal brand online. These awards give recognition and honor to those who are distinct in their field and provide valuable knowledge. The gold award is the highest honor an individual can receive in displaying a well formed personal brand image.

6 awards are given out each year, including 1 gold, 2 silver and 3 bronze by deserving participants.

### Previous winners:

- Rohit Bhargava, SVP of Digital, Ogilvy
- Jeremiah Owyang, partner, Altimeter Group
- Gary Vaynerchuk, Wine Library TV

## Personal Branding Magazine



[PersonalBrandingMag.com](http://PersonalBrandingMag.com)

*Personal Branding Magazine* is a compilation of shared knowledge from a diverse group of subject matter experts. Each issue showcases a distinct and successful brand, such as Donald Trump or Jack Welch. The magazine exposes information that people can relate to and use in everyday life. Personal branding is not only the future of recruitment, but a necessity in a world driven by social communities, both online and off. Topics such as blogging, social networking, multimedia and advice on how to have a successful job search are explored in each issue.

### Fast Facts:

- Sold as an electronic periodical in PDF format
- 4 Issues per year, covering 1 Volume
- Over 100 writers, 2 editors, 14 columnists, a relationship and a marketing director
- Written by well-known internet guru's such as Guy Kawasaki, J.D. Roth, Carmine Gallo, Jason Falls, Lisa Orrell, Beth Kanter, Lyn Chamberlin and Neil Patel to name a few
- Interviews with famous brands such as Donald Trump, Evander Holyfield, Seth Godin, MC Hammer, Philip Rosedale, and Gary Vaynerchuk, Gina Bianchini, Matt Mullenweg, and the Google founders.
- Proceeds go to The American Cancer Society

# Press & Publications



Dan has written articles for publication on assorted online resources, newspapers, magazines and books. They all reflect his interest in personal branding and the impact it has on individuals now and in the future. Major media sites have also picked up his work through syndication, such as Hoovers, Forbes and Reuters. His content is viewable and written about in multiple blogs throughout the world.

### Covered/quoted in:

The New York Times, Associated Press, USA Today, Glamour, Details Magazine, The Economist Life Magazine (Cover Story), Shape Magazine, The Wall Street Journal, MSNBC, Fast Company, BusinessWeek, Entrepreneur, ABC News, CNN International, CBS, Forbes, Fast Company, Washington Post, Boston Globe, Miami Herald, Advertising Age, New York Post, Inc., US News & World Report, Huffington Post, Washington Times, CIO, ComputerWorld, MediaPost, MediaBistro, Yahoo! HotJobs, About.com, Yahoo! Shine, Houston Chronicle, BrandWeek Magazine, Mainstreet.com, ZDNet, BNET, San Francisco Chronicle, Psychology Today, Christian Science Monitor, Seattle Times, National Post and more.

### Written for:

- BusinessWeek (youngest columnist)
- Metro US (syndication columnist reaching 1.2 million readers throughout Boston, Philly and NYC)
- CBS Interactive / BNET (two columns per week)
- Mashable.com (top 5 blog in the world)
- BrandWeek Magazine
- Advertising Age

# Public Speaking



Dan has presented to audiences of over 300 people nationally and is a sought after speaker. Whether he conducts a training workshop or a simple informational session, Dan has captivated audiences with his enthusiasm and subject matter mastery. Between his communication skills and creative PowerPoint slide shows, each presentation is a unique experience that has the audience wanting more.

## Past audiences:

- Time Warner
- CitiFinancial
- Harvard University
- Boston College
- Boston University
- University of Massachusetts
- Bentley University
- MIT
- Kaplan
- PRSSA
- Northeast Association of Realtors
- Tufts University
- Emerson College

## Speaker topics:

- Personal Branding in the Digital Age
- How to Build Your Personal Brand and Your Company's Brand
- Search Engine Optimization (SEO) Techniques for Brands
- How HR Can Effectively Recruit Gen-Y
- Social Networking for Entrepreneurs
- Managing Gen-Y in the Workplace
- Recruitment 2.0 and Beyond for HR Managers
- Employer Branding for Smart Companies
- Power Networking for Career Success
- How to Get Your Book Published and Turn That Into a Career

# Contact



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[PersonalBrandingBlog.com](http://PersonalBrandingBlog.com)

[PersonalBrandingMag.com](http://PersonalBrandingMag.com)

[PersonalBrandAwards.com](http://PersonalBrandAwards.com)

[PersonalBrandingTV.com](http://PersonalBrandingTV.com)

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