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Branding Yourself Joe Mayne, Interview & Hiring Expert to Present

St. Cloud, MN – Business professionals need to be particularly aware of their personal brand in today's world and how to control and invest in your own personal brand for boundless returns. St. Cloud's Forum of Executive Women invites current members and the business community to join them in examining how to build an individual brand to provide the greatest return for success. Joe Mayne, an interview and hiring expert, will present on the topic at FEW's monthly meeting at 11:30 a.m. on Wednesday, February 10th from 11:30am to 1:00pm at the Courtyard Marriott, located at 404 West Saint Germain Street.

When it comes to personal branding, there are six major components that allow colleagues and clients to form an impression of you. Mayne will be focusing on three of the six components: packaging, positioning, and promotion, and what those mean for personal and professional success.

As a Sales Achiever and Manager as well as a Leader in both his business and volunteer careers, Joe has spoken for audiences both corporate and campus on personal Branding and Brand Equity. His work with leveraging the multi-generational workforce of today toward business and personal success leaves audiences and clients with actionable skillsets. His entertaining and hard-hitting style weaves in lessons from wine and whiskey to telephony software, dishsoap and dental products.

RSVP's for the event can be submitted at FEWStCloud.org. The guest fee is \$25 before February 5 or \$30 at the door. A buffet lunch is included. Parking is free, with parking validation at the program.

Forum of Executive Women is a non-profit collaboration that promotes growth and connection between and among professional women in the St. Cloud area. The group provides a monthly program and lunch the second Wednesday of each month, featuring speakers who address topics that provide opportunities for civic, professional and personal growth. Over 100 members strong, FEW has been encouraging women as leaders and serving as a resource for its members and community since 1982.