

Speaker, Trainer and Executive Branding Expert



An experienced speaker, trainer, executive coach, and author, Carol shows businesses and executives how to leverage the power of LinkedIn to:

- increase their visibility and influence,
- engage with their ideal audiences and
- cultivate reputations as thought leaders.

"Since 2013, Carol has been a guest speaker three times a year at the Senior Executive Forum program that I run at Lee Hecht Harrison in Minneapolis. She is one of the most popular speakers we book."

– John F. (Jack) Ruppel, Lee Hecht Harrison

Engage Carol for Speaking or Training

From a 30-minute lunch-and-learn to a multi-hour, Wi-Fi-enabled, hands-on teaching session, Carol's clear, practical and passionate style informs and engages your audience. Hire Carol to:

- Provide quality education for your organization's members,
- Empower your sales force to identify leads and engage with customers,
- Enable your employees to convey your company's unique value and key messages.

Carol customizes every program to meet the needs of the sponsoring organization. Your participants will be inspired and empowered to use the essential tool of LinkedIn more effectively.



Carol's book: *LinkedIn for the Savvy Executive*

There are many how-to books about LinkedIn. *This is not one of them.* Rather, Carol's book provides strategies for using LinkedIn with authenticity, tact and power.

LinkedIn is a powerful tool to reinforce and communicate your personal executive brand and reputation. Read this book to learn how to use it wisely, and thrive.

Just \$25.00, available from Carol, and on Amazon.com.

Contact Carol by emailing: carol@carolkaemmerer.com

About Carol:

Understanding and using LinkedIn became Carol's passion in 2011 when she was separated from her stable working situation. New management at her steady business client of twenty years changed to a retained, single-vendor for all their marketing communications, laid off all their internal marketing communications staff, and stopped sending her projects.

During her own search for a way to use her communication talent in another venue, she learned that ranking highly on LinkedIn is not a matter of luck. She learned about the levers that control the search algorithm and discovered the strategies which, when executed with skill, resulted in being found for other opportunities. Carol helped many unemployed friends get savvy about LinkedIn before realizing that teaching others to use LinkedIn powerfully was her ideal next career.

Carol believes that your personal brand – well articulated on LinkedIn – is your best protection against business changes beyond your control. Carol is passionate about teaching others – business leaders and entrepreneurs – strategies for using this essential business tool confidently.

What people are saying about Carol's speaking ability:

"As Chief Learning Officer National Institute for Social Media, I have the opportunity to meet a lot of platform experts, and Carol stands out as one of the best."

– Amy Jauman, PhD. Chief Learning Officer, National Institute for Social Media

"Carol's Linked-In workshop for our executive group was useful, engaging, and pitched at the right level. Great practical advice and guidance." – Gerald Coward, Senior Finance Executive

"Over the past four years, Carol has made numerous presentations on LinkedIn to my networking group of medical device professionals, each time with great enthusiasm and professionalism. Carol has a knack for always coming up with a new twist for seasoned material. Group members always look forward to her presentations."

– Bruce Bear, Educator | Chemist | Quality Engineer

"On the basis of a presentation Carol made on personal branding and effective use of LinkedIn, I tweaked my LinkedIn profile. Now I'm showing up 2 to 3 times as often in searches and getting job inquiries because someone saw my profile. Her presentation skills are excellent. She made the content accessible to her audience by using a variety of presentation techniques to engage us. I am very pleased with the results and would recommend that anyone who wants to enliven their job search should follow her advice."

– Jolynn Nelson, Sr. Principal Quality Engineer

"I have had the pleasure to attend two of Carol's LinkedIn presentations. They are so informative and she makes everything incredibly easy to understand. What a great speaker!"

– Michelle Norton, DC, GFS, Chiropractor/Owner at Resolution Chiropractic, PC

"Carol is one of the best speakers we have ever had at our Rotary Club. Her coaching about how to maximize our use of LinkedIn was as insightful as it was actionable. We all left with a greater understanding of why we should be more intentional in using LinkedIn, and principles for going forward on how to best engage others on that platform. Thank you, Carol."

– Matt Gerber, Director of Corporate Social Responsibility at Corr Jensen