RiseSmart
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PROFESSIONAL BRANDING MAKES ALL THE DIFFERENCE FOR A HIGH-PERFORMING EXECUTIVE

RITU FAVRE
SILICON VALLEY
EXECUTIVE

AN EXECUTIVE PIVOT

When you've spent your entire career building a reputation as a high-performer, you don't often think about your professional brand. Every day, in every way, your reputation is communicated by your actions; and new opportunities find their way to you. Ritu Favre's story isn't so different from other high-achieving executives in Silicon Valley. Her career had always grown based on her performance—she had never been laid off, and she never needed to "look" for a job. As a recognized leader and a successful executive, she always moved easily from one role to another.

While serving as a Senior Vice President and General Manager at a Silicon Valley technology company, a restructuring event prompted Ritu to pivot her career and pursue her dream of joining a smaller company. Ritu was ready to use her knowledge and expertise to take the helm of a startup company and lead it to profitability and growth as a CEO. She saw the recent shift in her current company as an opportunity to take that chance. In a leap of faith, she decided to leave her position voluntarily as part of a company-wide reorganization.

DEVELOPING A PROFESSIONAL BRAND

As someone who had not actively searched for a job in years, Ritu was not familiar with current best practices for creating a digital profile and developing a strong professional brand. Although Ritu is a skillful leader, and adept at moving companies forward, her background in engineering didn't prepare her to market herself for a CEO role.

"For someone like me, an executive with an engineering background and little experience in active job search, I was not aware of the importance of LinkedIn and branding myself," Ritu explained. "I would imagine this is a common challenge for many executives."

Although Ritu had never been through a layoff, she was familiar with the packages employees received upon separation, and she was curious about the value of outplacement. Faced with the prospect of looking for a job for the first time since starting her career, Ritu was pleased to receive RiseSmart's Career Transition Solution for Executives as a part of her separation package.

POSITIONED FOR SUCCESS

After working with her Certified Resume Writer and personal branding expert, Ritu was ready to tell her story with a re-branded and optimized LinkedIn profile, a results-oriented resume, and customized thank you letter letters.

In addition to her work with her branding expert, Ritu relied on her RiseSmart Executive Coach to help her craft her message and develop her Professional Value Proposition (PVP) during regular coaching sessions. She received on-going support from her Job Concierge Representative, and access to RiseSmart's patented job search technology and online resources—all of which worked in combination with each other to deliver an effective solution for Ritu. According to Ritu, "Not only did I receive new documents to use in my search, I had weekly sessions with my coach. Again, not being a marketer, I needed assistance developing my brand and brushing up my professional marketing pitch.."

In partnership with RiseSmart, Ritu was able to achieve her goal in a few months and is now the CEO of a global startup.

IDENTIFYING YOUR PROFESSIONAL BRAND

Having a powerful professional brand is critical to job seeker success. At RiseSmart, our certified coaches and branding specialists are experts at helping program participants identify their unique brand and guiding each individual to a new beginning.

Looking for a new beginning? Here are six questions to consider when developing your professional brand:

- What makes you unique?
- What do others come to you for advice on?
- What are your most important values?
- What are your strongest passions and interests?
- What do you want to be known for?
- What do you do to make an impact?