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VICKIE SULLIVAN PRESENTS VIEWS ON PERSONAL BRANDING AT HARVARD

TEMPE, Ariz. August 2006 – Premier market strategist Vickie Sullivan has been invited to present her views on personal branding at the John F. Kennedy School of Government at Harvard.

“Building A Big Bandwagon: How Personal Branding Can Turbo Charge Your Career” will unveil secrets used by prominent experts to create a personal brand. “What experts do to bring their values and perspective to the marketplace can also be used by anyone to create a great brand in political campaigns or at work”, explains Sullivan. “I am honored to bring these techniques to students who will influence global politics and create a fulfilling life of service.”

The program is sponsored by the Women and Public Policy Program (WAPPP) and is open to the entire student body. The session will be held on Wednesday, October 11 from 3:00 to 4:30 PM at the Fainsod Room on the 3rd floor of Littauer building. For more information, contact Kerry Conley at Kerry_Conley@harvard.edu

John F. Kennedy School of Government at Harvard provides over a dozen executive and degree programs that train the next generation of leaders by focusing on analytical reasoning and the art and science of politics and public management. Approximately 906 full-time students are enrolled in the school's master degree programs, about 43 percent are international, representing 80 countries.

President of Sullivan Speaker Services Inc, Vickie Sullivan is nationally recognized as the top market strategist for experts. Since 1987, she has helped thousands of prominent people grow their influence with customized strategy and branding solutions. She speaks throughout the U.S. and Canada about positioning in high-fee markets and her market intelligence updates are distributed to experts in the U.S. as well as 17 countries. Vickie's articles have been published in a wide variety of publications, ranging from USA Today magazine and the Handbook of Business Strategy. She also has been quoted in mainstream media such as Fortune.com, The New York Times and Investor's Business Daily. Committed to helping women increase their influence

worldwide, Vickie is a member of the Women's Leadership Board at the John F. Kennedy School of Government.

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