



THE CENTER OF EXCELLENCE FOR
WOMEN IN STEM AT BAY PATH
UNIVERSITY IS PROUD TO WELCOME

RITA ALLEN

Rita Allen is president of Rita B. Allen Associates, a national career management firm specializing in executive coaching, leadership development, management training and career development. Rita is a lecturer at Boston-area universities, a sought after speaker, author of numerous articles, blogs and the book, *Personal Branding and Marketing Yourself*. She holds a MS in Leadership, BS in Business Administration, and is a Professional Certified Coach through the International Coaching Federation, and an Advanced Certified Personal and Executive Coach through the College of Executive Coaching. She currently sits on the board of The Boston Club as president, and has been voted one of the top ten executive coaches by the *Boston Women's Business Journal*.

WIBH
Women in Business Honors



WHAT DOES MARKETING YOURSELF HAVE TO DO WITH WOMEN'S SUCCESS? EVERYTHING!

NOVEMBER 13, 2018

5:30 PM

BRECK SUITE

BAY PATH UNIVERSITY LONGMEADOW CAMPUS

FREE AND OPEN TO THE PUBLIC

REFRESHMENTS WILL BE SERVED



Are you comfortable talking about your own accomplishments, talents and the value you have to offer to your employers? Most women aren't! Yet, personal branding and marketing are vital ingredients when you are seeking a new job, promotion or changing your career path. Come join acclaimed career and executive coach, trainer, and consultant Rita Allen, author of *Personal Branding and Marketing Yourself*, as she shares her "Three Ps Marketing Technique" as a key to empowering yourself and building a successful career. Reception and book signing will follow Rita's presentation. You may win a signed copy of Rita's book!

**STUDENTS AND PROFESSIONALS ACROSS DISCIPLINES,
CAREER STAGES, AND INDUSTRIES ARE WELCOME.**

TO REGISTER, VISIT BAYPATH.EDU
AND CLICK ON EVENTS OR CONTACT ANN CANTIN AT acantin@baypath.edu