

# **Paul Copcutt**

**Personal Brand Architect at Square Peg**

Hamilton, ON, CA

It's up to you to own the definition of who you are

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## **Biography**

Paul Copcutt is The Personal Brand Architect who is fiercely committed to helping Fortune 500 and FTSE 100 companies, professionals, executives and the teams they lead to take control and build their careers by design not by chance. Engaging employees to stick around and continue to do their best work.

His expertise has been honoured with remarkable and notable accolades, including being awarded Outstanding Canadian Career Leader by the Career Professionals of Canada. He is a regular contributor to a number of professional publications including Green Careers and Personal Branding Magazine and his insights have appeared in several career books for personal brand expertise including best sellers Career Distinction, The Female Brand, The Twitter Job Search Guide and No Canadian Experience Eh?.

Described by Forbes magazine as one the leading personal brand experts globally, his perspectives and clients have been featured in Elle, Reuters and The Wall Street Journal as well as most major Canadian press including The Globe & Mail, The National Post, The Sun and The Toronto Star and online including HigherBracket.ca and BlueSteps.com both resources for the \$100k plus executive and as a top contributor to the Career/Training section of MarketingProfs.com for over 3 years.

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## **Availability**

Keynote, Workshop, Author Appearance

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## **Industry Expertise**

Accounting, Executive Search, Biotechnology

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## **Areas of Expertise**

The 8 Pillars of Personal Brand Leadership, Personal Branding for Career Success, Personal Leadership Brand, Personal Branding for Job Search Success – Maximising Your Most Important Asset – You!

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## **Sample Talks**

## **The 8 Pillars of Personal Brand Leadership**

For many of you the term branding is not a new one, but perhaps personal branding and how it might apply to YOU is. Plug 'Personal Branding' in to Google and you get over 9 million results – so why should you need to hear about personal branding?

Because the mis-conceptions, mis-understanding and mis-direction by the vast majority of those references is causing you to miss out on one of the most successful, long lasting and cost effective marketing against any numbers of competitors.

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## **Event Appearances**

### **The Evolution of Your Personal Brand**

Institute of Internal Auditors - National Conference

### **Personal Leadership Branding**

Leadership Niagara

### **Putting your personal leadership brand in to action**

Private Client Retreat

### **Connecting your personal brand to the corporation brand**

Private Client Event

### **Personal Branding for the Entrepreneur**

Auctioneers Association of Ontario

### **Personal Branding for Career Success**

London Economic Development Corporation - Student 2 Business Conference

### **Do you exist on Google and why should you care?**

London Economic Development Corporation - Student 2 Business Conference

### **Personal Branding for Career Success**

Promotional Product Professionals International Conference

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## **Education**

### **Reach CC**

Certified Personal Brand Strategist Personal Branding

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