



## GETTING NOTICED AS A LEADER: Leveraging LinkedIn to Showcase Your Company & Career

Thursday, September 4, 2014

Webinar is noon to 1:00 pm

URL: <https://event.webcasts.com/starthere.jsp?ei=1042538>

Participant Dial-In: 877-407-9708

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WEBINAR!

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### The career game has changed forever.

LinkedIn has become a useful tool for showcasing who you are as a professional, a communicator, an IRO, and a company leader. It's also a treasure trove for companies looking for the right strategic talent. Today, companies and professionals must work together to draw attention to how they are changing – and the needle keeps moving in terms of how to effectively create social media career visibility and success.

Join us via [webinar](#)! Smooch Repovich Reynolds, noted executive search guru and management hiring coach, and Matt Sonefeldt, IRO of LinkedIn, will share their perspectives and insights on:

- **Leadership & Talent Acquisition** ~ Corporate leaders' view of using social media for business advancement & how social media can enable a company to be visible in the contest for talent
- **Brand Positioning** ~ Short-term vs. long-term gains in positioning for individuals & companies in the hiring game
- **Innovation** ~ How to change the game in your favor & how to use LinkedIn and social media to help
- **Transformation** ~ Individual strategic brand development methodologies

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**Smooch Repovich Reynolds** is executive vice president, Global Investor Relations and Communications Practice Group Leader for DHR International, a leading provider of executive search solutions. Prior to joining DHR, she was a partner in the Los Angeles office of Caldwell Partners, senior vice president of communications at the Irvine Company, and was founder and CEO of The *Repovich-Reynolds* Group, a retained search and management consulting firm specializing in the investor relations, communications and marketing functions. Smooch has been featured on CNBC's "Power Lunch," CNN-TV, Bloomberg TV, Fox News and myriad other TV network affiliate broadcast news programs. She holds a Bachelors of Science degree in Broadcast Journalism from the University of Southern California.



**Matt Sonefeldt** is the head of investor education for LinkedIn, where he joined following the company's 2011 IPO. He recently completed a year as an Aspen Institute Fellow, where he focused on creating alignment between public company reporting and long-term vision. Prior to LinkedIn, Matt spent seven years at Capital Research as an equity research associate, covering much of the US and Asia hardware, semiconductor, and green technology industries. He has also worked as a volunteer elementary school teacher on the Colville Indian Reservation through Americorps, and performed pro-bono micro finance investment research. Matt earned an MBA with a sustainability emphasis from the Presidio Graduate School, and an undergraduate degree in Communications from UCLA.

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Questions? Contact Jane Cracraft at 612-376-7979 or [jane.cracraft@businesswire.com](mailto:jane.cracraft@businesswire.com)