

Live from LinkedIn: Tips on How to Build Your Personal Brand

April 12, 2017



Rodan + Fields Raffle

GIVE IT A GLOW

Give your skin a glow with Rodan + Fields®
ENHANCEMENTS Micro-Dermabrasion Paste,
REDEFINE Night Renewing Serum and
REDEFINE Lip Renewing Serum for a more vibrant,
youthful-looking complexion.



RODAN+FIELDS®
Independent Consultant

Barbara Nelms

Barbara.Nelms@outlook.com

813.784.7767

www.rodanandfields.com/US/pws/barbnelms/

what if

YOU HAD THE
perfect
application?

Now you do—no sweat, no sand,
no UV rays required.

1. Apply **Foaming Sunless Tan**,
starting at the center of each
body part and blending outward
for seamless coverage.
2. When finished applying, wash
hands immediately.
3. Wait 15 minutes for skin to feel
dry before dressing, and wear
loose clothing for 3-4 hours while
the tan develops.

life-changing SKINCARE™

RODAN+FIELDS®

A white bottle of Rodan + Fields Essentials Foaming Sunless Tan product is shown lying diagonally on a surface of crushed ice. The bottle has a red label with the word 'ESSENTIALS' in white, and a white label with 'Foaming Sunless Tan' and 'RODAN+FIELDS' in black. The background is a soft, out-of-focus white, suggesting a clean, refreshing environment.

WINNER!

Nina Adams

Project Results

LinkedIn Webinar (id:413490x45783)

Selected project: LinkedIn Webinar

The project is already locked.

[< Back to project overview](#)

[Download](#) all winners.

A new public record has been generated. You can publish its link to provide an easy way for participants to find information about the draw.

<https://www.randompicker.com/nina-adams/413490x45783>

<u>Prize ID</u>	<u>Public Info</u>	<u>Internal Note</u>	<u>Random Number</u>	<u>Weight</u>
1: Gift Basket	Nina Adams		053B02F7-7373-4020-BB5F-6EA7913CBF15	1

SAVE THE DATE



Featuring Maria Martinez,
Chief Human Resources
Officer, HSNi

Thursday, May 11, 2017

**Secrets to Success
presented by HSN**

Time, Talent, & Treasure:
How to Successfully Navigate
Volunteering and Board
Participation

1 HSN Drive, St. Petersburg, FL

Registration begins at 2:30pm

Join us for an insightful afternoon with Maria Martinez, Chief Human Resources Officer, HSNi as she discusses Time, Talent & Treasure: How to Successfully Navigate Volunteering and Board Participation.

Following the discussion, there will be a networking break with complimentary wine, refreshments, & hors d'oeuvres.

Come Shop with HSN!

After the break, HSN will be opening its employee-only store to their friends at WICT. The "Emplorium" boasts clothing, shoes, and handbags from well known designers, as well as electronics and kitchen wares from top brands **ALL at 50-75% off HSN's cost!** Treat Yourself!

Register Early! Limited Seats Available - FREE event!

Tina Basle

Sr. Account Executive, Enterprise Sales



Tina is a digital media veteran with a diverse set of experiences who has helped companies across the spectrum drive revenue from digital marketing. She has worked with some of the largest brands in the world collaborating with them across the spectrum of B2C and B2B to help them drive value through strategic digital, social and mobile media programs.

In her current role at LinkedIn, Tina works with clients to drive value from LinkedIn's Marketing Solutions product set and bring creative, scalable solutions that deliver results.

She has received numerous awards and recognition for her work with clients, including being named to LinkedIn President's Club in 2017.

Tina attended the University of Michigan where she received a BA in Psychology and was captain of the varsity tennis team. She now commutes to Manhattan from the Jersey Shore where she likes to run, bike and walk her dogs on the beach.



Our Mission

Connect the world's professionals
to make them more
productive and successful

CANADA
11M+

USA
118M+

BRAZIL
22M+

EMEA
12M+

SOUTH
AFRICA
4M+

SAUDI
ARABIA
1M+

UAE
1M+

INDIA
1.31M+

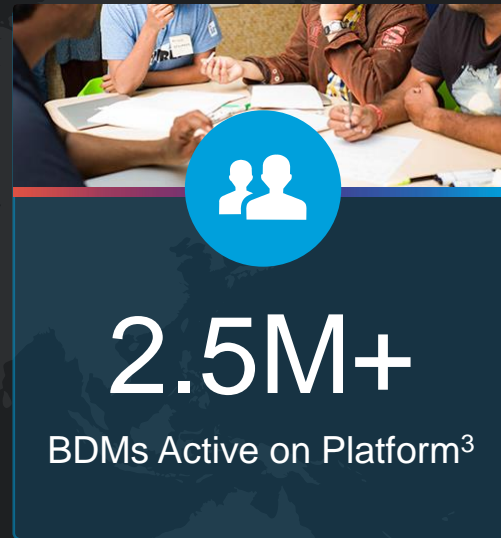
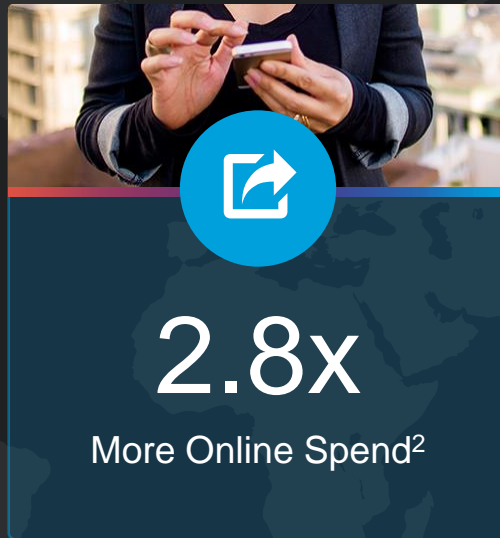
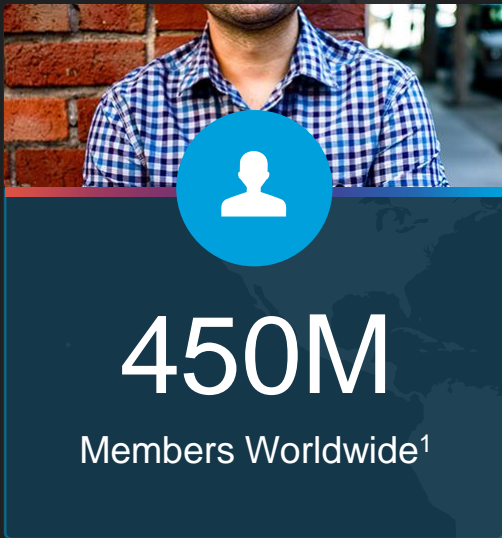
RUSSIA
5M+

CHINA
10M+

INDONESIA
4M+

AUSTRALIA
7M+

Building relationships with
the world's professionals



¹ Source: <https://press.linkedin.com/about-linkedin>

² Source: comScore Buying Power Index Jan '15, 2.8x more than average internet adult; US only.

³ Source: comScore Dec '14; US only

We empower our
members to



Connect



Stay informed



Get hired

Mindset Matters



Personal Networks

“Spend Time”

Info on friends

Info on personal interests

Entertainment updates



Professional Networks

“Invest Time”

Career info

Updates on brands

Current affairs



Building Your
Personal Brand



Staying Connected
on LinkedIn



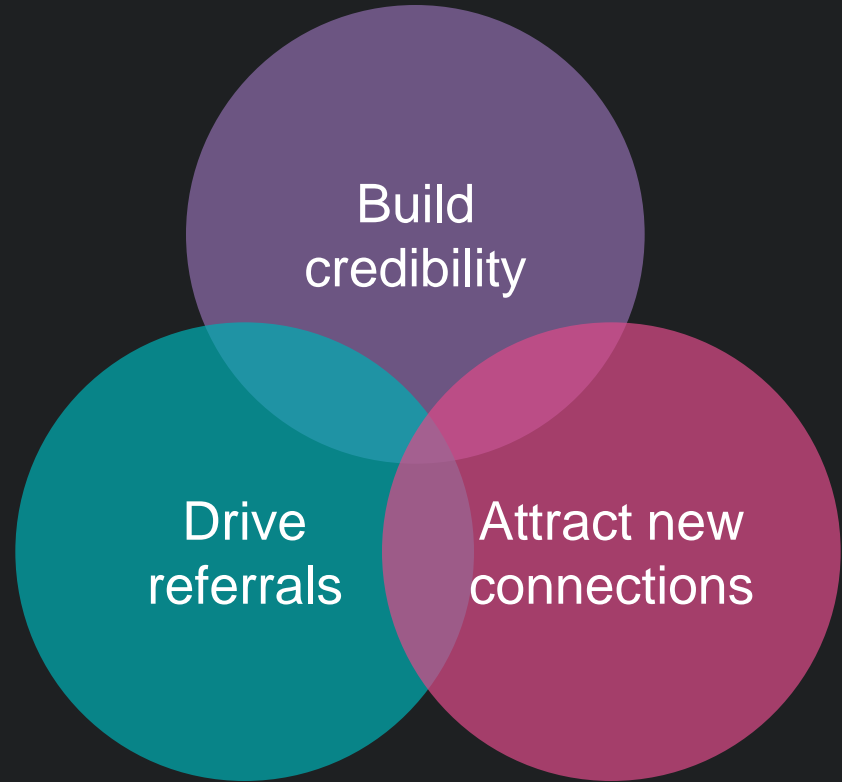
Telling Your
Company's Story



Building Your Personal Brand

Profile Optimization

Building your
professional brand
is the key to setting
yourself up for
success.



So, why is it important for you to have great LinkedIn profile?

Members



380

Current
members

Connections



129,282

Unique 1st
degree connections

Employees



9,246

Monthly viewers
of employees profiles

Beginner Profile

The screenshot displays a LinkedIn profile for Kate Li. The header includes the LinkedIn logo, a search bar, and navigation links. The profile section shows a placeholder for a photo, the name 'Kate Li', her title 'Creative Director at Dynamic Advertising', and her location 'Greater New York City Area | Internet'. It also lists her previous education at the 'Silicon Valley Academy of Arts'. A 'Profile Strength' meter indicates a 'Beginner' status. The 'Background' section is expanded, showing a 'Summary' of her extensive experience as a creative director. The 'Experience' section lists her role as 'Creative Director' at 'Dynamic Advertising' from 2010 to 2013. The 'Education' section is partially visible at the bottom.

in Search for people, jobs, companies, and more... Advanced

Home Profile Network Jobs Interests Premium Solutions Upgrade

Kate Li
Creative Director at Dynamic Advertising
Greater New York City Area | Internet

Previous Education Dynamic Advertising Silicon Valley Academy of Arts

Improve your profile Edit 0 connections

www.linkedin.com/in/kateli/ Contact Info

Background

Summary

Extensive experience as creative director for a variety of online direct marketed products and services. Effective in providing creative user experience design, interaction design, and landing pages, as well as writing and producing ad campaigns in their entirety.

Experience

Creative Director
Dynamic Advertising
2010 – 2013 (3 years)


Education

Profile Strength

Beginner
[Improve Your Profile Strength](#)

Grow Your Network

Kate, unlock network insights
Once you get to 30 connections, we can show you rich info about your network.
[Add connections](#)



Hasan Ahmed
Multimedia & Emotion Architect
San Francisco Bay Area | Graphic Design

Current: LinkedIn
Previous: HAI Freelance, Zodiac Aerospace, Centric Media
Education: San Jose State University

[Send a message](#) [View in Recruiter](#)

359 connections

Background

Summary

Ever since I can remember, Art has always been a part of my life... from arts & crafts with my mom, to learning the fundamentals of design at San Jose State. Now, I use that passion as a visual designer to help tell stories. Whether it's through presentations, user experience, or brand/identity development, my sole goal is to meet/exceed client's goals/objectives, while creating an enjoyable, smart, but fun experience for member's and viewers alike.

Experience

Senior User Experienre Designer

LinkedIn

December 2014 – Present (5 months) | Mountain View, California



Contract Designer

KMidori Design & Easy Art Co.

November 2007 – Present (7 years 6 months) | San Francisco Bay Area

User Experienre Designer

LinkedIn

December 2012 – December 2014 (2 years 1 month) | Mountain View, California



▶ 1 recommendation



Add a professional photo

14x

More views with a profile photo than without


Source: <https://www.corp.linkedin.com/wiki/cf/display/PRT/Value+statements+for+Profile+Editing>

2

Write an attention-grabbing headline

Explain what it is you do

Show your passion and value




Hasan Ahmed
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Send a message View in Recruiter

359 connections

Background




Karyssa Magann
UX Designer, Animal Whisperer & Presentation Guru
San Francisco Bay Area | Graphic Design



Mike Gamson
Passionate about investing in people
Chicago, Illinois | Internet

Experience




Reid Hoffman
Entrepreneur. Product Strategist. Investor
San Francisco Bay Area | Internet

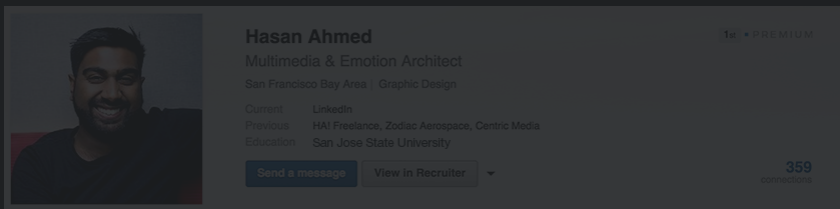
Senior UX Designer
LinkedIn
December 2012 – Present (7 years 6 months) | San Francisco Bay Area

Contract UX Designer
KMidori Design & Easy Art Co.
November 2007 – Present (7 years 6 months) | San Francisco Bay Area

User Experience Designer
LinkedIn
December 2012 – December 2014 (2 years 1 month) | Mountain View, California

1 recommendation





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LinkedIn

December 2012 – December 2014 (2 years 1 month) | Mountain View, California



▶ 1 recommendation

3

Draft a compelling summary

Focus on career accomplishments and aspirations

Recommend 40 words or more

Include keywords – not buzzwords



Experience

User Experience Designer

LinkedIn

May 2014 – Present (1 year) | United States

› 1 project



Filmmaker/ Multimedia Designer

HA! Freelance

January 2013 – April 2014 (1 year 4 months) | United States



Klien Epstien & Parker F/W 13 Perfect Imperf...



Carapace Custom Wetsuit Kickstarter Camp...

Multimedia Designer

Zodiac Aerospace

2012 – April 2014 (2 years)



Mr. Ahmed was part of an in-house design team which was responsible creative design He was directly responsible for various multimedia needs, including but not limited to: web development, photography, motion graphic concept and design, video concept and production. Mr. Ahmed was initially hired for internal photo documentation and graphic design, however after displaying proficiency in video production, motion graphics and web development created a position for himself as multimedia designer.

Notable Projects

Concepting and creating video piece for ISIS Bin to be used by sales team at customer pitches.

Tasks



Detail your past work experience

12x

More profile views than those without

Source: <https://www.corp.linkedin.com/wiki/cf/display/PRT/Value+statements+for+Profile+Editing>



Experience

User Experience Designer

LinkedIn

May 2014 – Present (1 year) | United States

► 1 project



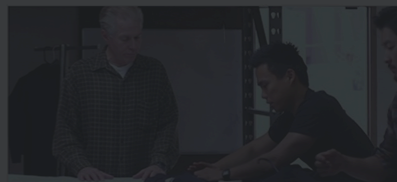
Filmmaker/ Multimedia Designer

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Klien Epstien & Parker F/W 13 Perfect Imperf...



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Tasks

5

Add examples of your work in photos presentations & videos

Give a dynamic, visually appealing representation of your professional story

Source: <https://www.corp.linkedin.com/wiki/cf/display/PRT/Value+statements+for+Profile+Editing>

Notable Projects

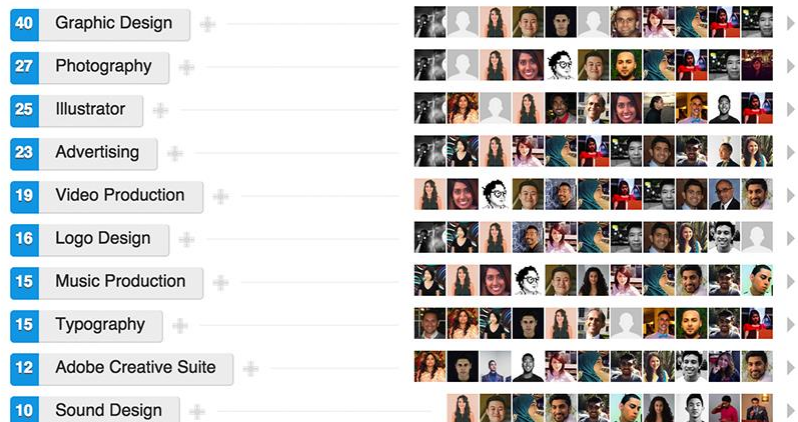
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Tasks

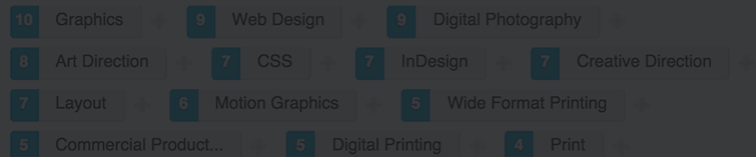


Skills

Top Skills



Hasan also knows about...



6

Add skills and get endorsed for them

Include a mix of high level and niche skills



Volunteer Experience & Causes

Designer

East Palo Alto Charter School

2007 – Present (8 years) | Education

I've worked on a variety of design projects for EPACS, from identity systems, to apparel, to posters for fundraising.

Board Member; Co-Chair, Marketing & Communications Committee

LinkedIn for Good for Employees

January 2015 | Economic Empowerment

Shaping stories and experiences that inspire LinkedIn employees to engage with opportunities for social impact.

<https://linkedinforgood.linkedin.com/>

Opportunities Hasan is looking for:

- Joining a nonprofit board
- Skills-based volunteering (pro bono consulting)

Causes Hasan cares about:

- Children
- Education
- Environment
- Health
- Science and Technology

Organizations Hasan supports:

- Sierra Club

7

Include Volunteer Experiences & Causes

6x

More profile views than those without

Creating a great profile

The image is a screenshot of a LinkedIn profile page for a user named Kate Li. The page is framed by a blue border. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and links for Home, Profile, Network, Jobs, and Interests. The profile header shows the name 'Kate Li', her title 'Creative Director at Dynamic Advertising', and her location 'Greater New York City Area | Internet'. Below this, there are buttons for 'Add a photo', 'Improve your profile', and 'Edit'. A section titled 'Background' is expanded, showing a 'Summary' with text about her experience as a creative director. Below the summary, there is a section for 'Experience' with a listing for 'Creative Director' at 'Dynamic Advertising' from 2010 to 2013. On the right side of the profile, there is a 'Profile Strength' section with a progress bar and a 'Grow Your Network' section with a circular graphic and text encouraging the user to add connections.

Kate Li
Creative Director at Dynamic Advertising
Greater New York City Area | Internet

Previous Education
Dynamic Advertising
Silicon Valley Academy of Arts

[Improve your profile](#) [Edit](#)

0 connections

[www.linkedin.com/in/kateli/](#) [Contact Info](#)

Background

Summary

Extensive experience as creative director for a variety of online direct marketed products and services. Effective in providing creative user experience design, interaction design, and landing pages, as well as writing and producing ad campaigns in their entirety.

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Creative Director
Dynamic Advertising
2010 – 2013 (3 years)

Education

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Beginner
[Improve Your Profile Strength](#)

Grow Your Network

Kate, unlock network insights
Once you get to 30 connections, we can show you rich info about your network.
[Add connections](#)

See lead recommendations at **Expedia**

Expand | PREMIUM



Kristin Graham

1st

VP @ Expedia, Storyteller, Traveler, People Nerd
Greater Seattle Area | Hospitality

Current	Expedia
Previous	Expedia, Inc., Hewitt Associates, The Allstate Corporation
Education	Northwestern University

Send a message

View in Sales Navigator

500+
connections

Background



Summary

I have been hooked on telling stories since I created my first diorama in a shoe box during elementary school. Years later, my career has always centered on people and different ways to tell stories. That path has taken me from nonprofits to journalism to publically traded companies.

Some of the cool hats I've been able to wear include employee engagement, social media platforms, executive communications, technology innovation, global events, community outreach, social enterprise, diversity leadership, public speaking and mentoring.

Some of the cool things I've been able to do include talking with people on five different continents, ringing the closing bell at NASDAQ, helping build a school in Kenya, being on camera at the Jerry Lewis MDA telethon, being a string reporter for Chicago newspapers, and raising two amazing boys.

How You're Connected + TeamLink™



You

• Connected on LinkedIn



Kristin 1st

Send a message

Picture Yourself at Expedia, Inc.



Jill Jones

expedia inc.

+ Follow Company

Sr. Corporate Counsel

Bellevue - WA - US View Now

People Also Viewed



Staying Connected on LinkedIn

JOBS

CONTENT

Content pages
receive

7X

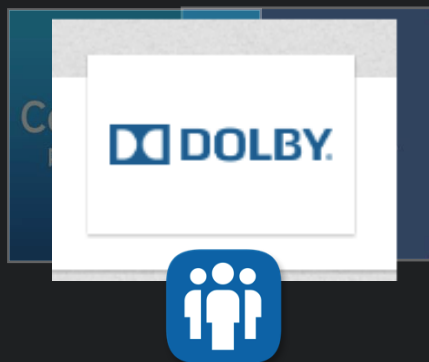
more page views vs.
jobs pages

Stay Informed

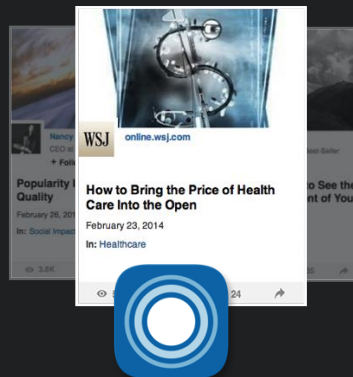
The definitive professional publishing platform



SlideShare



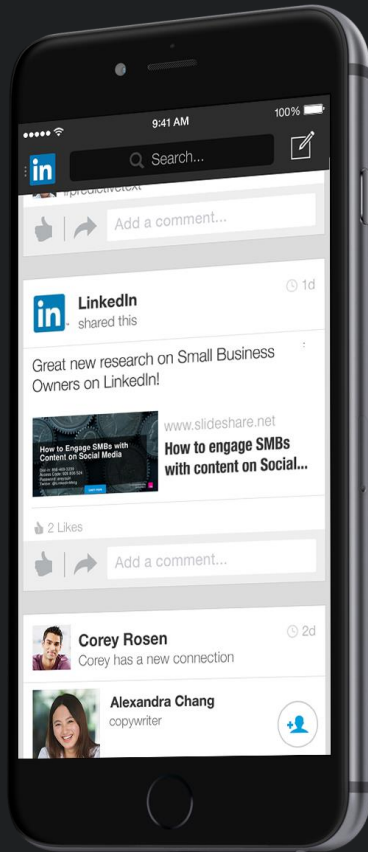
Groups



Pulse



Influencers &
Publishing



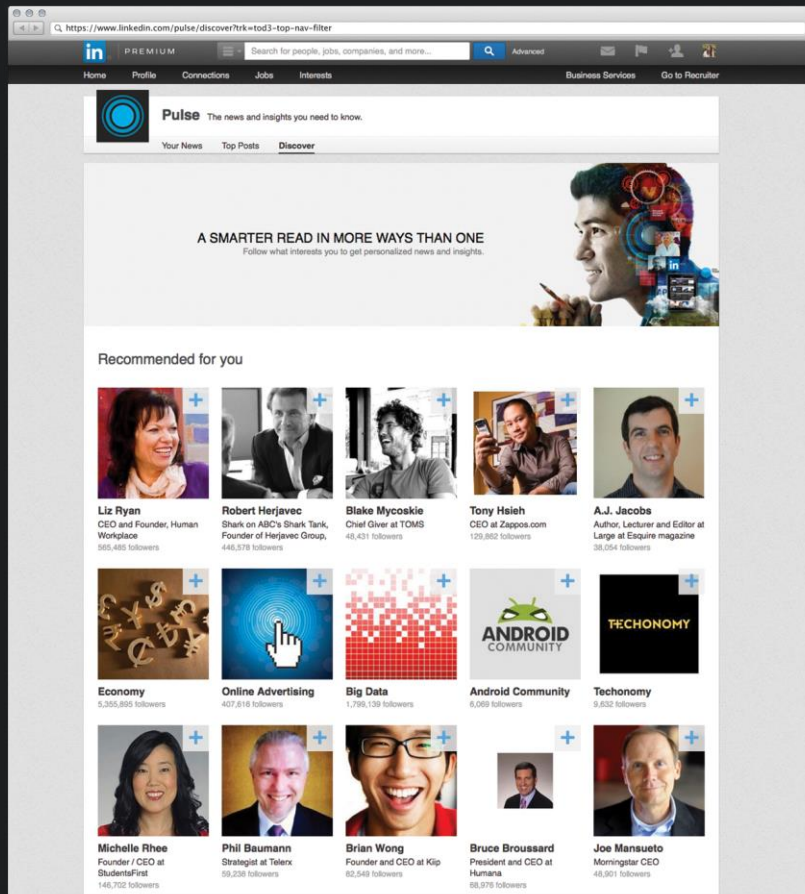
Tell visual stories
with SlideShare

Increase your discoverability

Find and join Groups

Participate in discussions related to your industry



The screenshot shows a web browser window displaying the Harvard Business Review (HBR) LinkedIn group page. The URL in the address bar is <https://www.linkedin.com/pulse/discover/trk=tod3-top-nav-filter>. The LinkedIn navigation bar at the top includes the logo, 'PREMIUM' status, a search bar, and links for Home, Profile, Connections, Jobs, Interests, Business Services, and Go to Recruiter. The group header for 'Harvard Business Review' shows 1,000,000 members and a 'Member' button. Below the header, there are tabs for Discussions, Promotions, Jobs, About, and Search. A section titled 'Start a discussion with your group' includes a text input field and a 'Sort by: Recent' dropdown. The main feed displays a post by Samir EMILE, a Retired Leadership Consultant, with a link to an HBR article titled 'CEOs with integrity deliver better financial results - HBR'. The article text discusses the importance of integrity for CEOs. Below the article, there are comments from Yi-Jie Eugene Chan and Bert Robinson. Another post by Amy Gallo, a Contributing editor at HBR, is also visible, with a link to an article titled 'Have you ever confronted someone who was taking credit for your work?'. The right sidebar contains a 'See what's new' section, a 'Your group contribution level' progress bar, and a 'LinkedIn Ads' section with three advertisements: 'Zegna Suits for Less', 'Bring Your Brand To Life!', and 'Looking for a job?'. At the bottom of the sidebar, there are links for 'About | Feedback | Privacy & Terms' and 'LinkedIn | LinkedIn Corp. © 2015'.



Discover content that matters to you

Build your knowledge

Gain insights from top industry leaders



Deepak Chopra MD (official)
Founder, Chopra Foundation
4,022,538 followers





Bill Gates
Co-chair, Bill & Melinda Gates Foundation
3,823,484 followers



James Caan CBE
Serial Entrepreneur and Investor in People with
2,279,565 followers



Arianna Huffington
President and Editor-in-Chief at The Huffington Post Media
3,261,333 followers



Daniel Goleman
Author of The Triple Focus: A New Approach to Education
2,067,604 followers



Guy Kawasaki
Chief evangelist, Canva
1,559,634 followers




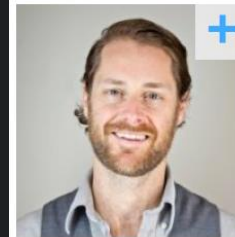
Gretchen Rubin
Bestselling writer about habits and happiness
1,511,678 followers



T. Boone Pickens
Founder, Chairman and CEO at BP Capital and TBP
1,300,049 followers



Katya Andresen
CEO at Cricket Media/ePals
1,210,990 followers



Ryan Holmes
CEO at Hootsuite
1,136,559 followers

Sharing updates vs. publishing posts

Helping you grow and engage your network



UPDATES

Share links, articles, images, quotes or anything else your followers might be interested in



PUBLISHING

Deeply explore topics that matter to you, then watch the comments to see your impact



Share your knowledge,
perspective, or what you
care about with a status
update

Grow your reach



Jill Jones

LinkedIn Evangelist. Helping Corporate Com...

[Your recent activity](#)



New jobs from Amazon, Edifecs, T-Mobile...

▼2%

profile rank in the past 15 days



Share an update



Upload a photo



Publish a post

What's on your mind?



Share with: Everyone

Share with: Everyone

Share with: Just your connections

Share with: Everyone + Twitter (@JillJones)

Share

4m

Include links to content



Richard Branson

Very proud [Virgin Money](#) London Marathon runners raised £1/4 billion for charity in last 5 years. A force for good, as well as an incredible sporting event - priceless! <http://virg.in/mmw>



Priceless moments raising £1/4 billion for charity

[virg.in](#) · We headed down to the Thames to celebrate the news – and I even got to put the giant butterfly wings costume on for the first time since I ran the marathon myself! When Virgin first got involved with the London Marathon we set the...

Like (473) · Comment (41) · Share · 10h ago



Richard Branson

Customers may be our heart but our people are our soul <http://virg.in/vta>



Arrive awesome

[virg.in](#) · In business, it is crucial to listen to your customers. So we undertook our most extensive customer research ever and used the results to choose where we invest in the coming years. From these results, we are pledging to invest £50...

Like (551) · Comment (46) · Share · 13h ago

Or by uploading a photo



Erin Hosilyk

@JeffWeiner channels his inner rock star at the Cinco de LinkedIn picnic at Shoreline Amphitheater in MV. Happy 11th Birthday, @LinkedIn!



Jeff Weiner Fun day. Thanks to everyone who helped make LinkedIn's birthday celebration possible. 11 years old and we're just getting started.



John C Abell

I'll be on Bloomberg TV with Matt Miller in a few minutes trending Pulse stories.



Like (38) • Comment (3) • Share • 1d ago



Mang Lun, Edward Turkson and 36 others



Show previous comments



Felipe Meyer Please no ALS Bucket stuff....
1d ago

Publishing on LinkedIn

Publishing on LinkedIn



Becomes part
of your profile



Gets shared
with your network



Reaches the largest
group of professionals
ever assembled

Getting started is easy...

1. Log into LinkedIn: www.linkedin.com
2. Click “Publish a post” at the top of your homepage



Jill Jones

LinkedIn Evangelist. Helping Corporate Com...

[Your recent activity](#)

10 people viewed your profile in the past day

9 views on your update "LinkedIn's Culture of Transformation"

“ Share an update



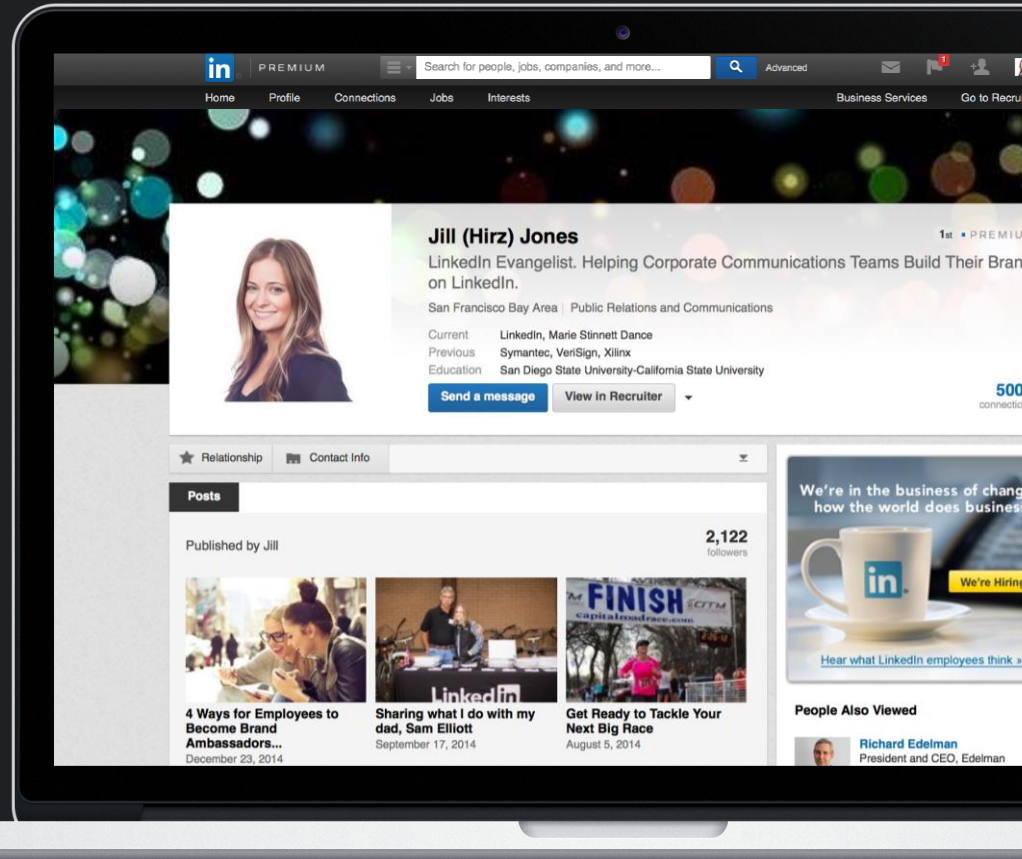
Upload a photo



Publish a post

Be known for what you know





Strengthen your reputation and
grow your reach






Telling Your Company's Story

What's Trending: Share Company News



Your network is talking about this




The 13 Sneakiest LinkedIn SEO Tips to Boost Your Profile's Views

[inboundmarketingagents.com](#) • Discover how you can use SEO for LinkedIn to optimize your profile, expand your network...


[Share](#)

Julian Williams, Yumi Wilson, and 3 others shared this





Julian Williams Move profile views = more opportunities. 13 easy tips to improve your visibility on LinkedIn. 1h

[Like](#) • [Comment](#)



Yumi Wilson The 13 Sneakiest LinkedIn SEO Tips to Boost Your Profile's Views 3h

[Like](#) • [Comment](#) •  2




Fred Gerster The 13 Sneakiest LinkedIn SEO Tips to Boost Your Profile's Views 5h

[Like](#) • [Comment](#)

Company Page & Followers

Professionals who have opted-in to a relationship with your company



Come as you are. Do what you love.

At Microsoft we help people and businesses throughout the world realize their full potential.


We make this simple mission come to life every day through our passion to create technologies and develop products that touch just about every kind of customer.

Working at Microsoft gives you the opportunity to do things that make a real difference in millions, even billions, of lives. To reach your full potential.

So why not take a closer look at Microsoft? We think you'll find that amazing things really do happen here.

Specialties
Business Software, Design Tools, Developer Tools, Entertainment Products, Hardware, Home & Educational Software, Tablets, Search, Advertising, Servers, Windows Operating System, Windows Applications & Platforms,

Microsoft employees




Rahul Sood
GM / Partner, Bing Fund

121,826 Employees on LinkedIn

[See how you're connected](#)


Careers



Interested in Microsoft?
Learn about our company and culture.
4,082 jobs posted

[Learn more](#)

Microsoft Showcase Pages



Microsoft

The updates that get the most action



Company branding: inside
looks and interviews



Employment branding
and career opportunities



Tips and
best practices



Fun facts
and quotes

Humanize your brand with senior execs and thought leaders



Richard Edelman fluencer
President and CEO, Edelman

Follow

Why We Need to Rethink Our Approach to Communications, PR and Marketing

Sep 22 2014 |  7,551  158  18 |    



I am convinced that we need to fundamentally rethink our approach to communications, PR and marketing.

Edelman "I am convinced that we need to fundamentally rethink our approach to communications, PR and marketing." Richard Edelman introduces the tenets of Communications Marketing.



Communications Marketing


[linkedin.com](#) · Communications must operate with the rigor and analytics of marketing while marketing must operate with the storytelling mindset and marketplace reality of communications.

Like (80) · Comment · Share · 1 day ago

 [Alessandra Rossi, Nelly Zhekova](#) +78

Add a comment...

Amplify great stories told by your employees



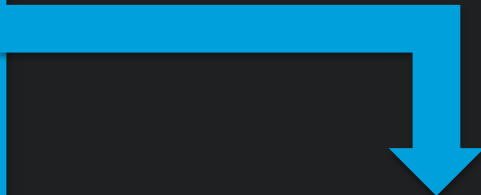
Jill (Hirz) Jones
LinkedIn Evangelist. Educator. Trainer.

[Edit post](#)


Sharing what I do with my dad, Sam Elliott

Sep 17 2014 | 1,079 views | 65 likes | 6 comments

Last November, LinkedIn hosted its first annual [Bring In Your Parents Day](#). My dad Joe joined me at work in Mountain View, California for a day filled with a tour of the campus, education, and of course, free food!



LinkedIn Bring In Your Parents Day is back this year on November 6th. See why Jill is participating again with her dad, Sam Elliott, and how you can join: <http://linkd.in/1yry6Ax>



Sharing what I do with my dad, Sam Elliott

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Glenn Engler

Global Director of Corporate Strategy & Chief of Staff at Edelman

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Dog or Cat? A Simple Way to Lead Employees

Sep 2 2014



997



13



2



You know that moment when you have to lead employees through a very tricky yet important project, and you're not sure how best to get to the finish line? I'm here to say "it's easy." Simply figure out if they're a dog or a cat.

Edelman Glenn Engler on how household pets can help make you a better leader



Dog or Cat? A Simple Way to Lead Employees

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Omar White, Ariel Cohen +24



isson khairul interesting --- trust your team ---they know exactly what they're doing and everything will work out just fine -- thanks, Glenn Engler.

20 days ago



kerry marrone Situational leadership with fur

20 days ago

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get on LinkedIn



Engage with
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content



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content through
Company Page



Cross promote
through other
channels (including
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Shaping the Narrative



David Marcus **influencer**

Messaging Products @ Facebook

Here's to an amazing team, and to new beginnings

June 09, 2014



57,255



498



135



199



67



1,951

I thought long and hard about how I could express the range of emotions through me as I write this post, and to put it simply... it's hard. After leaving well — startups, and entrepreneurship — I joined PayPal about 3 years ago at the acquisition of my company, Zong. In the first instance running mobile, and leadership role at the company. I fell in love with it, its people, and the future ahead. Going from managing a few hundred people at best in my entrepreneurial role, I suddenly found myself leading 14,000. The first year took its toll on me. The second year started becoming more "natural", and as we made progress on all fronts: technology, product, marketing, sales, and more importantly culture. My role was becoming a real management one, vs. my passion of building products that hopefully matter to a lot of people.

So after much deliberation, I decided now is the right time for me to move to a company that is closer to what I love to do every day. Now is the time, because I feel we have never been in a better position to capitalize on its unique place in the marketplace, time, because the product pipeline is strong, and these new experiences are scaling out. Now is the time, because PayPal's reputation with developers is getting better by the day,



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CNET > Internet > PayPal President David Marcus heads to Facebook

PayPal President David Marcus heads to Facebook

As vice president of messaging products, Marcus will develop and expand mobile messaging for the social network.

by Carrie Mihalcik @CDMihalcik / June 9, 2014 2:47 PM PDT



0



5



189



9



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PayPal President David Marcus is leaving the payments company at the end of this month to lead mobile messaging efforts at Facebook.

Marcus, who was president of PayPal for a little over two years, will join Facebook as vice president of messaging products, **the company announced Monday**. In the position, Marcus will be focused on "developing great new messaging experiences that better serve the Facebook community and reach even more people."

Marcus expanded on his decision to leave eBay-owned PayPal in a message posted on LinkedIn. He said the company is in good shape thanks to a "strong" product pipeline, the





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GOVERNANCE

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Target CMO Acknowledges Culture Crisis After Employee Rant Posted On Gawker

The CMO outlined Target's challenges via a LinkedIn post, saying that after "a



John Chen **influencer**
Executive Chairman and CEO at BlackBerry

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Don't Believe The Hype

Dec 8, 2014 | 23,177 236 115 |

One of the lessons that I have learned over the years is the importance of being straightforward. It's been especially true for me being the CEO of an iconic and global brand such as BlackBerry.

There is always the temptation to make statements that feed sensationalism, or make executive decisions that chase hype and trends. I have found telling it like it is the best thing to do, even if it hurts in the short-run, because it builds a foundation of trust over the long-term. And that is the time frame I operate in.



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BlackBerry's disciplined message

12 Hours Ago

CNBC's Kayla Tausche reports BlackBerry CEO John Chen penned a LinkedIn post today addressing Kim Kardashian and the rumors about entering the China market.



27

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Scott Jordan

CEO and Founder of SCOTTeVEST, INC.

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SkyMall Will Fly Again. Get Ready for a New Pilot.

Feb 12, 2015

18,179

196

89



New developments in SCOTTeVEST's bid to resurrect the bankrupt seat-back pocket catalog company

A few weeks ago, the news broke that SkyMall was bankrupt. You know SkyMall - everyone knows SkyMall - that ubiquitous catalog found in the seat-back pockets of

SCOTTeVEST CEO Wants to Save SkyMall

AIRLINES & AIRPORTS | RICH THOMASELLI | FEBRUARY 16, 2015



Scott Jordan figures he did so well selling his product in SkyMall, he'd like to buy SkyMall.

Jordan, the CEO of SCOTTeVEST, the multi-pocketed travel clothing company, announced exclusively on LinkedIn that he plans to save SkyMall, the ubiquitous retail catalog of funky products found in the seat-back pockets of almost every commercial airplane in the U.S. SkyMall went bankrupt last month.

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SkyMall Saga



Scott Jordan Details Plans to Relaunch SkyMall On LinkedIn



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THANK YOU!

