



Charismatic Communications Since 1988



Attract More Opportunities with Personal Brand Management

The Art of Personal Branding

Personal Branding is what you're known for, what you're known as and what you're known for knowing

Enhance Your Visibility & Charismatic Influence

- Become the CEO of your own personal brand
- Position and market yourself as THE expert in your field
- Share your personal brand story to influence and enroll others
- Enhance your Emotional Intelligence to become more effective
- Learn "The Eight Elements of Charismatic Influence" and exude the confident presence of a powerful and persuasive Leader



“Ellen truly knocked it out of the park for us!

We were astounded by the way Ellen effectively shared decades of personal branding experience in a highly engaging, charismatic and humorous way. She provided actionable takeaways we could immediately apply to our professional careers and personal lives. The event was standing room only; and the feedback has been overwhelmingly positive. We would not hesitate to bring her back!

David Puvirajasingam
Kaiser-Permanente, Diversity Council

“I doubled my business...

...and my confidence and charismatic influence, after taking Ellen's personal branding mentoring program!

Sarah Tolson, Certified Financial Planner, Mass Mutual

“Ellen captured the audience with her very engaging style...

We could have spent a full day listening to what she had to say, re: reshaping our personal brands to advance our careers. As a result of her engaging talk, many participants are rethinking themselves in terms of what they have to sell and how they are going to do that.

Francia Baez Guzman
Head of Global Inclusive Diversity, Visa Inc.

Ellen will gladly customize any keynote or sales conference breakout talk, sales training or coaching and mentoring program to the needs and timeframes of your organization.

“Personal brand management is a critical tool for business and career success. Your brand should articulate your uniqueness and value and connect emotionally to others.”

Ellen Looyen was one of the first women in Sales at IBM and later at Xerox, where she was a top-producing sales rep, sales manager and sales trainer. In her own branding and sales consultancy since 1988, Ellen has branded divisions of major corporations, launched countless startups and has helped all types of people advance their careers. Ellen is the author of “Branding with Charisma” and is the brand commentator on San Francisco’s #1 radio station. She is also the communications expert in the best-selling book “Get Clients Now.” Some of Ellen’s clients include: Goldman Sachs, Visa, Chevron and Kaiser Permanente.