



Division of Graduate Medical Sciences

[Office of Postdoctoral Affairs](#)

The Office of Postdoctoral Affairs "Speaker Series" aims to provide BUSM postdocs with information and resources to succeed here on campus and beyond. The series encourages the exchange of ideas and the intellectual enrichment of the postdoctoral community. Our first event of this year is: **Building Your Personal Brand**. The guest speaker, Ilene Fischer, is the Executive Director of WEST, Advancing Women in the Business of Science and Technology.

Title: **Building Your Personal Brand**
Date: Wednesday, January 25, 2012
Time: Noon – 1:50 P.M.
Location: Room L-112, 72 East Concord St.
Additional Information [Registration Required](#)
Supplementary material will be distributed before and at the workshop. You will have an opportunity to become a member of WEST

Workshop Description:

West's Executive Director, Ilene Fischer, will lead the program, which she developed while working with management guru, Tom Peters. This program is based on Mr. Peters work, "The Brand Called You." Please see the following link for the article published in the **Fast Company**
<http://www.fastcompany.com/magazine/10/brandyou.html>.

In this program you will:

- Understand branding and its importance
- Create and define your personal brand
- Design a strategy that increases your distinction and inspired performance
- Discover what you want to be known for and how to express and be recognized for your talent at work

Bio:

Ilene Fischer joined WEST in February, 2011. She previously worked for Enagility LLC as Executive Director, Tom Peters Company as Managing Director, PA Consulting Group as a Partner, Innovation Associates as Associate Partner; Honeywell as Quality Manager; and Raytheon as a chemical engineer. Fischer has a Bachelor of Science degree in Chemistry and has completed graduate studies in business at Harvard University. She published an article on culture change in Business 2.0, and she was a contributor to The Fifth Discipline Field Book. Fischer was a mentor for the Healthcare Businesswomen's Association (HBA) Boston Program in 2008 and 2010, a chairperson for HBA's Executive Women's Series in 2010; and a Board member for HBA's Women Executive Series in 2011. She is leading the Boston Chapter of Wealth (Women Executives Advancing Life Sciences, Technology and Healthcare) and serving as president of the National Organization for Women, Northeastern Pennsylvania chapter.

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