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AMERICA'S MOVIE NETWORK

Your Personal Brand: Leveraging
the Defining Moments in Your Career

What is a defining moment?

- The point at which the character of a person, group, etc., is revealed or identified.
- An occurrence that typifies or determines all related events that follow.

Source: Dictionary.com

Internship – Arthur Andersen (Chicago)

Lesson Learned:

It's a man's world – go along to get along



Oil & Gas Industry – Quinoco Petroleum

Skills Earned:

Limited partnership financial structure

Master limited partnership (MLP)

Complicated accounting

Lesson Learned:

Smarter than I thought I was



Oil & Gas Industry – Apache Petroleum

Skills Used/Earned:

- 40 Limited partnerships, 10 SEC filings
- Master limited partnership (MLP)
- Relocation of company across country

Lessons Learned:

- I can “figure it out”
- Do it your own way
- Business isn’t fair
- Discrimination is alive and well in 1989



Security Alarm Monitoring – Alert Centre

Skills Used/Earned:

Limited partnerships

Chapter 11 bankruptcy

Cable industry accounting

Acquisitions and integration

Initial public SEC filing

Lessons Learned:

What a great leader looks like

Ch 11 can have a positive outcome



Security Alarm Monitoring – ADT/tyco

Skills Used/Earned:

Acquisition and integration

Relocation of company across country

Lessons Learned:

Great family support system

Be careful what you wish for

Good at hiring people smarter than me

Want to work where I make a difference



Cable Television – Telecommunications Inc./ AT&T Broadband

Skills Used/Earned:

Cable industry accounting
Acquisition and integration
Investor relations

Lessons Learned:

Power of network relationships
AT&T was too big for me



Technology Services – Tanning Technology

Skills Used/Earned:

- Initial public company IPO filing
- Technology industry accounting
- International subsidiaries
- Cost cutting/downsizing
- SOX implementation

Lessons Learned:

- Did not like working for a private company
- Wealth can quickly come and go



Technology Services – Policy Studies

Skills Used/Earned:

- Initial public company IPO filing
- Technology industry accounting
- SOX implementation

Lessons Learned:

- Did not like working for a private company
- Better due diligence before being hired



Restaurant Industry – Red Robin Gourmet Burgers

Skills Used/Earned:

- Public company/Investor relations
- Rapid growth company
- Restaurant industry
- Shareholder activism

Lessons Learned:

- Unwavering integrity
- Winning team/winning company
- Equal work doesn't mean equal pay



Restaurant Industry – Quiznos

Skills Used/Earned:

Chapter 11 bankruptcy

Turnaround strategy

Cost cutting/downsizing

Lessons Learned:

Power of network relationships

Greed can kill a company

Owning a restaurant franchise is hard work

Never want to be a CEO



Media & Entertainment Network – National CineMedia, Inc.

Skills Used/Earned:

Public company/Investor Relations

Rapid growth company

Lessons Learned:

All the challenges and lessons learned led me to
this great company

I deserve to sunset my CFO career on a high



My personal brand statement:

**“I bring order
to chaos.”**



What's yours?

