

Jennifer Ransaw Smith

Personal Elevation Architect™ | Public Speaker | Author

“The world will never see you higher than you see yourself. If you are ready to catapult your visibility within your industry, start by catapulting your self-image—because your personal brand is merely a reflection of how you see yourself.”

Jennifer Ransaw Smith is a nationally sought-after **Personal Elevation Architect™**, Leadership Development Mentor and Personal Brand Strategist. As the Founding CEO of The Personal Elevation Lab™ (formerly Brand id | Strategic Partners, LLC), she has dedicated the past ten years to helping women professionals, entrepreneurs and executives elevate their visibility, credibility, influence and impact within their organization and industry.

Her clients span every industry imaginable, from nuclear physicists' and implant surgeons to Ivy League MBA's in the C-Suite and their Executive Coaches. Since opening her doors, savvy women have retained her services when they were ready to leverage their skills, talents and expertise and **"make a name for themselves."**

Prior to launching The PE Lab, Jennifer spent 10 years on the advertising and marketing teams for some of the nation's most visible brands: Burger King, AT&T, Texaco, Kraft, Clairol and Coke in Los Angeles, Maryland, New York and Atlanta.

Her tips, tools and strategies have appeared in a myriad of places including ABC, *The Washington Post* and *The Baltimore Sun* and her strategies have been taught at leading organizations like Microsoft, Duke Energy and Deloitte.

Her signature talk is, **"If you are so great, how come nobody knows who you are?" How to elevate your visibility through effective and strategic personal branding.** Participants will walk away inspired, empowered and uniquely prepared to step out of the shadows and into the spotlight both within their organization and industry. They will learn why it is critical for them to get really clear about who they are, what they do, and why separates them from everyone else and how to use those key differentiators as their competitive advantage.



Additional Talks:

- **Woman of Influence:** How to Command Respect, Loyalty and Action by Building an Inspirational Personal Brand
- **Internal Branding:** How to Elevate How You See Yourself, So the World Will Elevate How It Responds to You
- **Speak Up and Tell The World Who You Really Are:** Six Strategies for Mastering Your Elevator Pitch
- **Presence, Influence and Undeniably Fierceness:** How to Become the Woman You Are Truly Meant to Be

To book Jennifer Ransaw Smith for your next event, please contact Tiffany Brackens at 214-713-5027 or email Speaker@PersonalElevation.com



Past Audiences Include:

- Microsoft
- Duke Energy
- Women in Pharmaceutical
- MBA Women International
- Deloitte
- Magellan Healthcare
- National Concierge Association
- International Coaches Federation
- Johns Hopkins University
- Spelman College
- AAUW
- Dickstein Shapiro, LLP

What clients and participants say!

“As someone who runs a national conference that attracts top speakers from around the globe, I know talent when I see it. Jennifer Ransaw Smith is a smart, savvy and skilled speaker that engages the audience from the first moment and keeps them on the edge of their seat. Audiences who have the opportunity to hear her, walk away inspired, motivated and equipped with strategies for building their personal brand. If you are looking for a wonderful speaker for your next event, look no further than Jennifer Ransaw Smith.”

Kathryn Gordon, Founder of the 3% Conference

“The class was extraordinary. The lessons, the ambiance and the energy from Jennifer Ransaw Smith and the students were great. It was only two hours long, but it was jammed packed with information that can be put to use immediately.”

- K. Glasgow

“I wanted to thank you for your ‘Personal Branding and PR’ Seminar. Your interactive style, professional insight, and personable demeanor all blend to make for a great event. Not only is it an enjoyable presentation, but you do in fact offer a tremendous amount of practical knowledge and professional experience. Indeed, you’ve saved me months if not years in a learning curve had I not taken your class. I look forward to implementing such ideas and programs in my own practice.”

- C. Pollard

“The presenter, Jennifer Ransaw Smith, is truly an expert in personal branding and provided the information and tools to help me with my own branding. She was focused and prepared but was able to interweave the information participants shared into the presentation. I’ve been sharing information about this class with friends all morning! Love it and can’t wait for part II.”

- A. Morrow

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