



Randi Bussin

***Career Reinvention &
Personal Branding Strategist***

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Biography

Randi is a career reinvention and personal branding “strategist,” rare qualities that distinguish her from other career coaches. She thrives on partnering with bright and successful executives and business owners seeking more meaningful work aligned with their values, and reignites the internal spark and passion that has been dimmed by their current professional role. She guides them to gain clarity, a renewed sense of direction, and an actionable career reinvention and branding plan. Reinvention could be an entirely new career, a new job more closely aligned with one’s values, an entrepreneurial pursuit based upon a passion, or a retirement game plan.

Randi’s personal story is one of gutsy and enterprising reinvention, renewal, and rebranding. With a newly minted graduate degree in Romance Languages, Randi ventured into high technology marketing, driven by the excitement and growth potential of the industry. Spurred by the growth of technology in Europe and a passion for global business, she set off to Paris to redefine herself and earn an MBA from one of the world’s top international business schools, INSEAD in Fontainebleau, France. She worked in Paris for the next 10 years, savoring the food, the culture, and the local sights and sounds.

After 15 years in the technology industry, Randi became disillusioned with the industry’s frenetic pace, lack of creativity, and sole focus on profits. At this point, she left corporate America to launch her first company—an international strategy consulting firm. Trilogie Consultants helped to launch U.S. technology firms into international markets.

Ten years into this entrepreneurial pursuit, Randi was ready to resolve her work-life balance issues and became more passionate about helping others enrich their lives and find their passion. At this point, Randi embarked on a journey of self-discovery, learning that she was gifted and motivated in helping, inspiring, and repositioning others to lead their lives anchored by passion, meaning, and balance. After spending four years as an MBA career counselor in higher education, she launched her coaching practice, *Aspire! Fulfilling career ambitions*.

For Randi, self-reflection and introspective analysis are the foundation of a successful reinvention, without which a reinvention and branding strategy cannot be mapped out and enthusiastically pursued. She leverages cutting-edge career and brand assessments, collaborating with clients to step back from their busy lives and analyze their goals, hopes, dreams, and passions. These assessments, coupled with almost magical

visioning, move clients to envision possibilities, test out hypotheses, and begin to reshape their lives.

Randi is a sought-after speaker, writer, and resource on career reinvention and personal branding and has appeared on local and national television and radio stations. She also is a frequent speaker and lecturer at local Boston-based business schools on career reinvention, personal branding, and entrepreneurship. She was recently voted one of the Top 100 Personal Branding Experts to Follow on Twitter in 2010.

Clients

Randi's clients include an impressive roster of high-level corporate, academic, and professional organizations where she has given presentations and conducted workshops, along with the many individuals she has guided through career re-evaluation and redirection. Organizations where Randi has consulted or presented include:

Corporate Clients:

Massport (Massachusetts Independent Public Authority)

International Data Group (largest technology media company in the world)

Leading international accounting and professional services firm

Professional Associations:

American Marketing Association – Southeastern New England Chapter

Financial Planning Association of Massachusetts

International Coach Federation – New England Chapter

American Medical Writers Association

Boston Women Communicators Group

WIND Boston and WIND South Professional Networking Group

Concord Professional Networking Group

Project Management Institute – Mass Bay Chapter

Academic Clients:

Clark University MBA Program and Leadership Council

Tufts University Alumni Association

Aspire! | www.aspireforsuccess.com

Testimonials

“Randi Bussin’s presentation to the Southeastern New England Chapter of the American Marketing Association made for one of our most relevant and actionable Power Lunches yet! We hope to bring her back for a series of more detailed workshops. We would recommend Randi as a keynote speaker for any organization in any industry.”

*Jaime Lind, Chapter President
American Marketing Association, Southeastern New England Chapter*

“Randi was a featured speaker at two Financial Planning Association of Massachusetts events including providing a keynote address at our 2009 annual meeting. Both times she made a strong connection with the audience with active discussion and engaging exercises. The reviews were great! While Randi has all the characteristics of a good speaker (prepared, easy to work with, inspirational, timely), the key differentiator is that after the inspiration fades, she provides the easily accessible means to extend the inspiration into a practical and actionable reality. We can wholeheartedly recommend Randi as a wonderful and engaging public speaker.”

*Daniel Mantell, Member, Board of Directors, & Kristin Faulkner, Executive Director
Financial Planning Association of Massachusetts*

“Randi Bussin’s presentation to the Boston Women Communicators on Personal Branding was inspirational. It got me thinking about my career goals and how I would like to express my uniqueness to target potential employers and others in my industry. I found the presentation so valuable that I hired Randi and worked with her to strategically align my goals with my career aspirations.”

*Cherylanne Thomas, Regional Marketing & Sales Director
Ritz-Carlton Destination Club*

“Randi was a tremendous help in my recent job search. What was most useful was Randi’s guidance in crafting my ultimate career goals and plans, and then in documenting the steps to reach such goals. Randi’s support and wisdom guided me through the associated challenges, and helped me to land a great new position. I fully endorse Randi’s services.”

Tom Shapiro, Founder, Digital Marketing Now

“Randi’s ability to organize, categorize, and simplify career changes is outstanding. Her skill sets and processes allow the individual to quantify where they want to go, and as importantly, why. Making a career change is difficult but Randi’s personality, passion, capabilities, and follow-through are evident throughout the process. I heartily endorse Randi and her career coaching. Her ability to mold thoughts and inspirations into visions makes the process very worthwhile.”

Paul Romano, Independent Financial Advisor

“Don’t miss her! Randi Bussin is a dynamic presenter with a wealth of information and experience in career/life reinvention. She discusses work/life balance, career transitions and personal branding and keeps the discussion lively and informative. Randi brings a passion to her life’s calling coupled with a strategic marketing background—advocating a deeply personal, introspective approach for clients and cutting-edge assessment tools to develop actionable plans for her clients. Randi can speak to developing and enhancing an online presence—absolutely up to the minute and right on target!”

Bobbi Ciarfella, Facilitator, Concord Professional Network

“I found Randi Bussin’s *Personal Branding* session at Wellesley extremely helpful and have been singing Randi’s praises ever since. That session was the best hour and a half I have had on my journey so far.”

*Gail Smith, Volunteer, Hills Church Networking Group
and Principal, Creative Touch Presence*

“Randi Bussin has in-depth and highly grounded knowledge about what it really takes to create a successful personal brand. I found inspiration, a road map, as well as practical tips which could be put to immediate use, in her presentation. Randi draws upon personal experience of reinventing herself for several significant career changes as well as helping others. She does the hard work necessary to keep up with evolving best practices and to understand how they apply to widely varying needs and circumstances. For all her sophistication, I found Randi to be most approachable and generous with her wisdom.”

Kathy Fink, Volunteer Organizer, WIND Professional Networking Group

“I worked with Randi through a career change from operatic singing to image consulting and found her to be extremely knowledgeable and current in the field of career change. I think one of Randi’s greatest strengths is her willingness and ability to be a connector. She is very generous about bringing people together which is a huge part of making any career change. Another thing I also really appreciated about working with her was there was a specific and timely plan of action. Along with her high level of professionalism, Randi is also a warm and supportive person. The whole process opened me up to many new possibilities.”

Heather Poduska, Principal, BV Image Consulting

“Randi was a panel member for a meeting of the New England Chapter of the American Medical Writers Association (AMWA). Randi’s practical tips on personal branding, career transition, and networking provided insights that meshed well with the contributions of the other panel members. She generated a lot of great questions and lively discussion, and left attendees with concrete ideas on how to position themselves in terms of their core values, and then pursue work that matches those values. This meeting was one of our best-received and attended in recent memory, and Randi’s contribution played a huge role.”

Debbie von Rechhenberg, ELS, President, AMWA New England Chapter

Media

Randi has been featured in the following publications:

The Boston Globe

The Washington Post

The Worcester Telegram

PhillyBurbs.com

Boston.com

CIO.com (CIO Magazine for IT executives)

InfoSecurity Professional Magazine

Reach Personal Branding's Guide to Green Careers

Randi has appeared on:

Fox News

Personalbranding.TV

Publications

Randi has published two ebooks on career reinvention:

5 Steps to Starting Your Career Reinvention

<http://www.job-hunt.org/guides/Job-Hunt-Starting-Career-Reinvention.pdf>

5 Steps to Implementing Your Successful Career Reinvention

<http://www.job-hunt.org/guides/Job-Hunt-Implementing-Career-Reinvention.pdf>

Randi has contributed content to two industry publications:

The Twitter Job Search Guide by Deb Dib, Chandlee Bryan and Susan Whitcomb

Storytelling about Your Brand Online and Offline by Bernadette Martin

Randi is the Career Change columnist and expert for Job-Hunt

<http://www.job-hunt.org/>

Keynotes and Workshops

Randi has given keynote speeches at many professional organizations on Career Reinvention and Personal Branding. She also has led workshops at universities and MBA programs on online social media, résumé writing, cover letters, and networking.

Career Reinvention Keynote Presentation/Workshop

If you are considering changing your career orientation—from self-employment to corporate work, changing industries or jobs within an industry, moving from the profit to the nonprofit world, any kind of job transition—this workshop will help you explore the different issues to consider. The topics that will be discussed are:

- How to determine what's next by examining your skills, passions, career likes and dislikes
- Brainstorming and researching new career paths
- Making choices based on this new information and testing out your options
- How to market and brand yourself for your new career offline and online

Depending on the client's needs, Randi offers Career Reinvention as a one-hour keynote, or a 90-minute, two-hour or four-hour workshop. Workshops include hands-on exercises for participants to work on during the session.

Personal Branding Keynote Presentation/Workshop

Whether you are currently employed, out of work, or running your own business, the key to success and to achieving your goals is to differentiate yourself through a strong personal brand. This presentation is geared to multiple audiences: job seekers looking to differentiate themselves in today's competitive hiring landscape; career changers seeking clarity on what makes them unique and compelling; solopreneurs; consultants; and small business owners who want to increase their revenues and customer base through target marketing and personal branding. Randi offers this presentation in a one or two-hour format. The keynote presentation covers the following topics:

- What is Branding?
- An introduction to Personal Branding – what it is and why everyone needs to think about themselves as a personal brand
- The three-step Reach Personal Branding program: *Extract* your brand through exercises that help you gain clarity on what is important and how others perceive you; *Express* your brand on and offline maximizing your exposure to your target audience; *Exude* or align your brand in everything you do



Contact

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