



Authentic Personal Branding for Military Veterans & Transitioning Service Members

Military veterans and personnel in transition will:

- Learn what a personal brand means through examples of great personal branding
- Identify your most important target audience(s) YOU need to motivate
- Learn must-know marketing principles to position yourself as the “must-have” candidate in your job search, college/grad school application, promotion push
- Participate in an exercise, recall key military & life experiences, create a compelling branding statement
- Understand what not to say to a potential employer, admissions counselor, etc
- Practice introducing yourself in an authentic, memorable way to showcase your accomplishments without feeling arrogant
- Learn valuable communication skills to apply throughout your professional life

In this highly interactive workshop involving multiple activities, military veterans and those in transition will learn key self-marketing skills they will use immediately and throughout future career transitions and professional roles. The presenter, an Air Force veteran with a graduate degree in international business and marketing, will share how she branded herself as the must-have candidate for a global marketing management role in a European technology corporation directly out of the active duty military cockpit.

You will be asked specific questions to draw out the most significant, interesting, valuable moments from your military service and life to begin to create your own personal brand to use in the civilian world.

You will learn how to create several compelling personal branding stories for a variety of situations; you will create at least one you can use with the audience you identified that’s important in your life *right now*. You will practice communicating in a conversational way to entice your intended audience to ask to know more about you.

Learn the specific marketing and networking techniques that U.S. Air Force Captain Graciela Tiscareno-Sato used as she successfully transitioned into a global marketing management role. Now a 10-time award-winning publisher, bestselling author/speaker and professional marketer of technology, events, people and products, she’s bringing her marketing and branding savvy to help the military community learn this critical skill set that they’ll use again and again in their professional lives.

This topic is available as a 90-minute, half-day or full-day workshop



Graciela Tiscareño-Sato

- Air Force Veteran
- Bilingual Keynote Speaker
- Social Entrepreneur
- Award-winning Author of bilingual Captain Mama children’s books

Partial Client List

CalVet

U.C. Berkeley

Towson University

JFK University

Cal State University – Monterey Bay

Texas A & M

Various Public Library Systems

Contact Women Veteran Speakers to book Graciela

Tel: (908) 287-2759

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What People Are Saying

“Graciela is extremely personable and possesses a wealth of knowledge. I wish there were more veterans like her with the skills of public speaking to reach out as she does.” - *Kevin Morgan, Student Veteran*

“Graciela blew our students out of the water! Her workshop was very valuable. She engaged us individually, encouraged us to ask many questions and we learned much from her. Graciela’s techniques of engaging students were very effective and fun. We left with a clear understanding about how to market ourselves in order to go out into the workforce, start a business or apply to graduate schools.” -*Dali Rivera, Student Veteran, Tomson University*

“All attendants were positively impacted--transformed! There were veterans and non-veterans in the audience, and all found the workshop extremely helpful! Not only was the information pertinent to a diverse audience, but it was practical, and sophisticated advice. There were people with criminal backgrounds, substance abuse issues, and severe brain damage in the audience, and you were so compassionate and professional with them. I saw the very clear change in the facial expressions of the attendants at the end of the workshop. They were hopeful, more focused, and connected to their identity as a valuable person and member of the community. Thanks for your commitment to veterans, women, and people of color.”
- *Joanna M. Arteaga La Spina, Community Learning Program Specialist, San Mateo County Libraries*

“Graciela showed us that our skills learned in the military can be repackaged to help showcase our talents. She showed us how to broadcast our skills to others by networking and branding ourselves. Most importantly, she gave us the confidence and knowledge to broadcast our talents to form our own brand.”

- *Chris Powell, Student Veteran*

Biography

Recognized by the White House as a “Woman Veteran Leader, Champion of Change,” Graciela Tiscareño-Sato is a graduate of the University of California at Berkeley where she majored in Environmental Design/Architecture. She attended the Aerospace Studies program as an AFROTC scholarship cadet and was named Distinguished Graduate. She completed Undergraduate Navigator Training, KC-135R refueling tanker crew and instructor training, then flew with several squadrons at Fairchild AFB in Spokane, Washington. Her first deployment to Riyadh to enforce the post-war NO FLY Zone in Southern Iraq, flying multiple combat sorties daily over Iraq, earned her crew the prestigious Air Medal.

During her military career, Graciela taught navigation systems in the classroom and in the jet. She served with NATO Battlestaff in Italy during the Bosnia-Herzegovina conflict, as a bilingual liaison officer at the US embassy in Ecuador and planned and executed a CAPSTONE mission introducing generals to new posts in Asia. Graciela earned a Master degree in International Management, with emphasis in global marketing, from Whitworth University in Spokane. Upon separation, she was hired as a global marketing manager at Siemens Enterprise Networks headquartered in Munich. There she managed product marketing and global launches of enterprise applications, served as media spokeswoman and presented to Fortune 1000 executives.

Now a social entrepreneur, Graciela is the founder of San Francisco area publishing, marketing and communications firm, [Gracefully Global Group](#), LLC. She’s the author of several award-winning books including nonfiction *Latinnoating* and her innovative, children’s picture books (*Good Night Captain Mama* & *Captain Mama’s Surprise*), the first bilingual book series about women in uniform. The series brings her aviation service story to children ages 5-9. Graciela is also a sought-after keynote speaker on entrepreneurship, innovation, and leadership. She presents “The Unlikely Military Aviator,” and “The STEM of Aviation” to students in middle/high school to motivate them to pursue higher education. A more detailed military bio is available at the Captain Mama site. Graciela lives in northern California with her husband and three children.

