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BRANDING A BETTER YOU: PERSONAL BRANDING THE TOPIC OF FIRST DEVRY UNIVERSITY PROFESSIONAL DEVELOPMENT SERIES WORKSHOP IN ANTHEM

Anthem, Ariz. – The first free workshop of DeVry University's new Jumpstart 2015 professional development series focuses on the single most important element of any professional career: You.

John MacCatherine, associate professor and faculty chair of the College of Business and Management at DeVry, will share insight into the realm of personal branding and how the skills, experiences and choices of an individual can shape his or her career trajectory.

What do people say about you when you leave the room? Have you developed a network in the professional community? How can you create a demand for your skills and services? These are just a sampling of the questions MacCatherine will answer during the workshop, scheduled for noon and 6:30 p.m. Thursday, Jan. 15, at the Anthem Civic Building, 3701 W. Anthem Way, Anthem.

MacCatherine is an industry veteran with more than 20 years of consulting and management experience, including a 16-year tenure dedicated to professional services leadership within Microsoft's Enterprise Consulting Services division. He has developed expertise related to full-lifecycle talent management, covering topics such as talent acquisition, performance management and career development.

Additional workshop topics for the Jumpstart 2015 series include: Move in the right direction – putting career goals into action, Jan. 29; time management, Feb. 12; the multi-generational workplace, Feb. 26; starting a business/entrepreneurship, March 12; and social networking for businesses, March 26.

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