



WIIS

WOMEN IN INTERNATIONAL SECURITY

Building Your Personal Brand

Moderator:

- **Maxinne Rhea Leighton, PhD, assoc. AIA**; director of marketing/business development, JB&B; vice president WIIS-NY (Women in Int'l Security)

Presenters:

- **Maureen Carlo**, director of strategic alliances – North America, BCD International, WISF (Women in Security Forum) past-chair
- **Andrew Lanning**, co-founder, Integrated Security Technologies; WISF steering committee
- **Erin Mann**, strategy and marketing manager, Allegion; SIA RISE steering committee chair
- **Amanda Rivera**, head of agency partnerships, Google; global facilitator, Google [#IAmRemarkable](#)
- **Martine Warda**, president, Pur7 Marketing; head of events, WIIS-NY



Welcome



Maureen Carlo

director of strategic alliances –
North America, BCD International,
WISF past-chair

[linkedin.com/in/maureencarlo/](https://www.linkedin.com/in/maureencarlo/)



Martine Warda

president, Pür7 Marketing;
head of events, WIIS-NY

[linkedin.com/in/martinewarda/](https://www.linkedin.com/in/martinewarda/)

Presenters

Moderator



Maxinne Leighton, PhD,
associate AIA;
director of marketing/business
development, JB&B;
vice president WIIS-NY

[linkedin.com/in/maxinne-leighton-phd-assoc-aia-2227082](https://www.linkedin.com/in/maxinne-leighton-phd-assoc-aia-2227082)



Andrew Lanning
co-founder, Integrated Security
Technologies;
WISF steering committee

[linkedin.com/in/allhawaii](https://www.linkedin.com/in/allhawaii)



Erin Mann
strategy and marketing
manager, Allegion;
SIA RISE chair

[linkedin.com/in/erincmann](https://www.linkedin.com/in/erincmann)



Amanda Rivera
head of agency
partnerships, Google;
global facilitator,
Google [#IAmRemarkable](https://www.linkedin.com/in/amanda-rivera-0a631b1)

[linkedin.com/in/amanda-rivera-0a631b1](https://www.linkedin.com/in/amanda-rivera-0a631b1)

Google Resources

- [#IAmRemarkable](#)
- [How We Help Companies](#)
- [re:Work](#) is a collection of practices, research, and ideas from Google and others to help you put people first
- [What Google Learned From Its Quest to Build the Perfect Team](#)
- [The five keys to a successful Google team](#)
- [5 tips to promote diversity in your business](#)

Other Resources on Personal Branding

- [Why Personal Branding is More Important Than Ever](#)
- [11 Ways to Build Your Personal Brand](#)
- [Reinventing Your Personal Brand](#)
- [How Women Can Develop and Build Their Personal Brand](#)