



Personal Branding for Military Veterans

Military veterans and military personnel in transition will:

- Learn what a personal brand means through examples of great personal branding
- Draw upon your military experiences to create a compelling branding statement
- 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
- 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 arrogance
- 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 to begin to create your own personal brand to use in the civilian world.

You will learn how to create several compelling story pitches for a variety of situations. You will create at least one story pitch that you can use with the audience you specifically identify 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 Tiscareño-Sato used as she successfully transitioned into a global marketing management role. Now a 4-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 military veterans learn this critical skill set that they’ll use again and again in their professional lives.

This topic is available as a keynote speech, a half-day or full-day workshop



Graciela Tiscareño-Sato

- Social entrepreneur
- Bilingual STEM Consultant
- Award-winning author of bilingual children’s book *Good Night Captain Mama*
www.CaptainMama.com

Partial Client List
U.C. Berkeley

Towson University

JFK University

*Cal State University –
Monterey Bay*

DeVry Univ.

Chabot College

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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 and she engaged everyone individually. This allowed each participant to truly become involved, ask many questions and learn from her. Graciela’s techniques of engaging students was very effective and fun. Students left with a clear understanding about how to market themselves in order to go out into the workforce, start a business or apply to graduate schools.”
-*Dali Rivera, Student Veteran*

“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 attended Undergraduate Navigator Training at Mather AFB in Sacramento, KC-135R refueling tanker training, then flew with the 43rd and 93rd Air Refueling 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 aviation career, Graciela taught navigation systems in the classroom and the cockpit. She served with NATO Battle staff in Italy during the Bosnia-Herzegovina conflict, as a bilingual liaison officer at the US embassy in Ecuador and planned/executed a CAPSTONE mission introducing new generals to their posts throughout Asia. Graciela earned a Master degree in International Management, with emphasis in global marketing, from Whitworth University in Spokane. After leaving the cockpit, she was hired as a global marketing manager for Siemens Enterprise Networks headquartered in Munich. There she managed the product development marketing and global launches of several enterprise applications, green enterprise programs, created and executed marketing plans with her global team, served as media spokeswoman and presented to Fortune 1000 executives for over nine years.

Graciela is the founder of San Francisco area publishing, marketing and communications firm, [Gracefully Global Group](#), LLC. She’s the author of a 4-time award winning business book titled *Latinnovating*; her bilingual children’s picture book *Good Night Captain Mama*, the first in a planned aviation adventure series, was published July 2013 and became a 3-category Amazon.com bestseller. Graciela is a sought-after keynote speaker on entrepreneurship, innovation, and leadership. In addition to this topic, she presents “The Unlikely Military Aviator,” and “The STEM of Aviation.” *LATINAS* Magazine recently named her “Entrepreneur of the Year.” A more detailed military bio is available at the Captain Mama site [here](#).

