



— VIRTUAL —  
FUTURE FORUM

**THE POWER OF YOUR BRAND**

You maybe part of a team at your company, but there's something powerful about YOUR individual brand!

Learn how to balance the TRUE YOU with WHAT YOU DO in this awesome future forum recap.

Ready to build your personal brand? Here's what iconic PTTOW! mentors from BET, Kellogg's, Bustle Digital Group and LeBron James' Lobos 1707 had to say...

---

**Featured Experts:**

Kimberly Evans-Paige // EVP & CMO // **BET Networks**

Charisse Hughes // SVP & Global CMO // **Kellogg's**

Dia Simms // CEO // **Lobos 1707**

Jason Wagenheim // President // **Bustle Digital Group**



### **Kimberly Evans-Paige // EVP & CMO**

A seasoned brand marketer and general manager with over 25 years of experience, Kimberly is widely recognized as a leading business executive in the Beverage, Beauty and Media industry due to her proven track record of delivering transformative growth and creating billion-dollar brands. She is responsible for managing and implementing brand marketing and creative strategy across all platforms including BET, BET+ streaming, BET Digital and the highly successful BET Live Events business.

Before BET, Kimberly was the Chief Operating and Brand Officer at Sundial Brands where she helped craft the overall strategic direction for future growth and played a leading role in the launch and marketing of the \$100M New Voices Fund in support of Women of Color Entrepreneurs.

### **Charisse Hughes // SVP & Global CMO**

Prior to joining Kellogg, in 2020 Charisse was the Chief Marketing Officer for Pandora Americas since 2015. In that role, she utilized her extensive knowledge in branding, category management and digital media to lead all aspects of consumer, retail and digital brand marketing, including local execution. Prior to Pandora, she spent nearly a decade with The Estée Lauder Companies in various marketing leadership roles.

She serves on the Board of Directors for Crocs, Inc. She is also a Board Advisor for Pixability and she sits on the Executive Committee of the Baltimore Development Corporation Board.



### **Dia Simms // CEO**

Dia Simms serves as the CEO of Lobos Tequila & Mezcal, a new independent spirits brand that launched nationally in November 2020. Prior to joining Lobos 1707 Tequila, Dia led the transformation of CÎROC Ultra-Premium Vodka taking the previously unprofitable brand to a \$2 billion retail value. She was listed as "One of the Most Powerful Executives in the Industry" by Billboard in both 2017 and 2018, as well as named to the Ebony 'Power 100' list.



**LOBOS**  
1707

### **Jason Wagenheim // President**

Jason oversees all partner strategy, marketing and advertising sales across platforms, as well as other high-impact bespoke programs for BDG's partners.

Prior to joining the Company, Jason was Senior Vice President, Brand Partnerships & Head of Revenue for Fusion Media Group. He has more than 20 years of experience with some of the industry's most celebrated brands, including senior leadership positions at Condé Nast Traveler, Vanity Fair, Entertainment Weekly and Teen Vogue. Jason started his digital media and marketing career as Maxim.com's first Advertising Director.





# KEY LEARNINGS

## Kimberly

- Delicately managing your personal brand along with your company's will continue to be a balancing act for years to come. Personal branding will continue to develop, grow, and be a critical aspect that both employees and employers continue to navigate.
- You must always practice empathy. The most highly effective leaders have a high Emotional Intelligence (EQ).
- The notion of come as you are, is far too casual. Business professionals should understand what certain situations do and don't call for.
- Don't necessarily follow everyone else's rules, you know what you do best. It takes a lot of energy to NOT be yourself in a professional environment.
- You can always make your personal brand be heard by doing meaningful work that matters. If it's meaningful and it matters, it'll be reflected in data and key metrics.
- **KNOW YOUR SUPERPOWER.** You should know all of your strengths, weaknesses, and what differentiates you from everyone else.

## Charisse

- Differentiate Policy vs. Politics. You aren't in work environments to be comfortable, you're there to be challenged - as long as you are acknowledged and valued by your employer.
- Leaders must always be a host to the party. You shouldn't be monopolizing conversations when the goal is to hear from others and work as a collective unit.
- Continue to evolve and endure. You must always keep your finger on the pulse and your ear close to culture.
- We must always find the highest level of empathy and community and we can't lose sight of that. This is evident within future generations such as Gen Z & Gen Alpha, who have prioritized their commitment to purpose and made it their north star.



# KEY LEARNINGS

## Dia

- We all have the ability to be mentored by others, even if already a senior leader. Introverts don't have less great ideas, they just aren't heard as much. Make sure there are different methods and avenues for introverts to express themselves within your organization.
- You don't have to agree with coworkers but you do need to have respect for them and their perspective. Our differences aren't always as dramatic as we make them out to be. You want to be your authentic self but not at the detriment or expense of the group at large.
- Narrow focus, yields the highest results. You must reverse engineer back from the individuals you want to meet and think of the best avenues/tools to execute that (LinkedIn, Instagram, Conferences, Events, etc).
- The strength of the pack is the wolf and the strength of the wolf is the pack. You must operate as a family. It may be a bit oversimplified but individuals have various strengths and weaknesses - always be sure to sharpen your tools and strengths on consistent basis.

## Jason

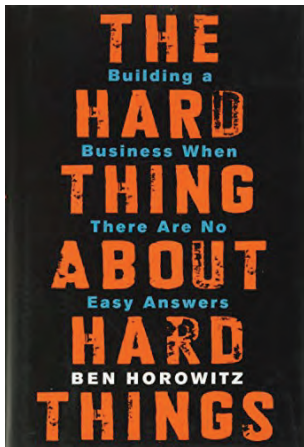
- Empathy & value are always key. Always be open to changing your mindset and any preconceived notions..
- Participation and engagement is key. You must be willing to hear and accept others' personal brands, in order to develop yours.
- Not everyone will be employed by an entity that mirrors their personal brand. If that's the case, maybe it isn't the right environment or company - and that's completely okay



# READING LISTS

[\\*Click to View](#)

## Kimberly

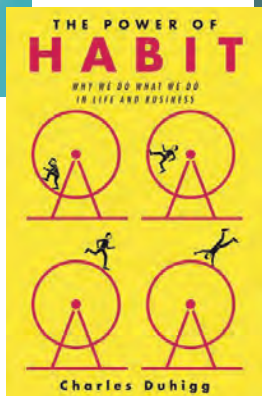


## Dia

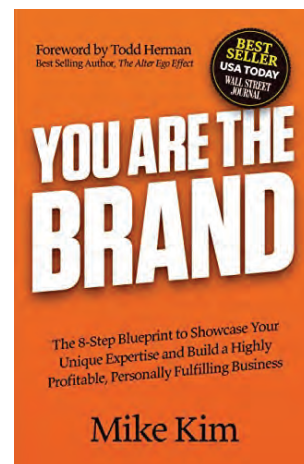


Check out this [Pronghorn Sizzle](#).

## Jason



## Charisse

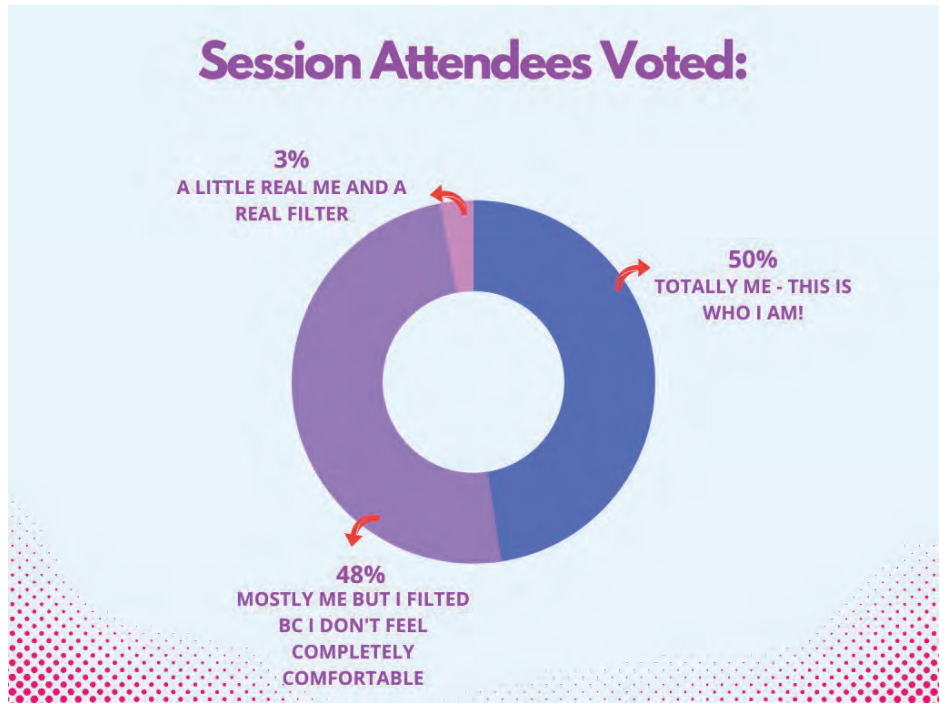


Do the [Wordle](#) & [Quordle](#) every day to keep your brain active!



## POLL

**Question:** Do you show up as your TRUE self at work?



**READY TO WATCH THE REPLAY?**

**CLICK HERE!**

