



Crafting Your Personal Brand

The About Me Template



AGENDA

- Welcome
- Speaker Introduction
- The Power of Your Personal Narrative
- About Me Template Examples
 - Kim Brown
 - Jemal Dents
 - Rasuwl Walls
- Q & A
- Closing Remarks



Welcome

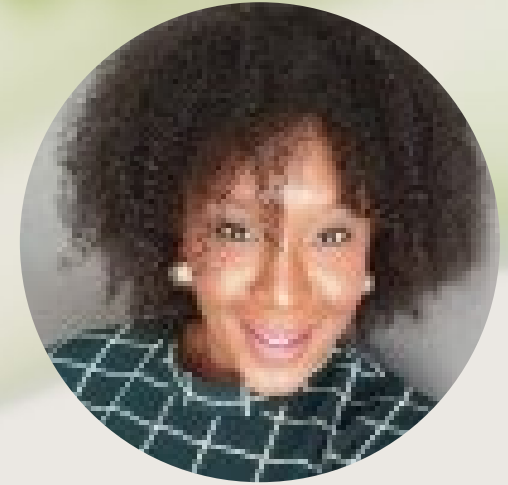
Tammara Wofford
President
Imani Pearls Community Development Foundation





Speaker Introduction

Erika Whitehead
Vice-President
Imani Pearls Community Development Foundation



Meet Our Speakers



Aaron Brown
Recruiter
Moderator



Kimberly Brown
Sr. Sales Excellence Manager
Panelist



Jemal Dents
Strategic Client Executive
Panelist



Rasuwl Walls
Director of Sales
Panelist

The Power of Your Personal Narrative

Why a Strong "About Me" Matters

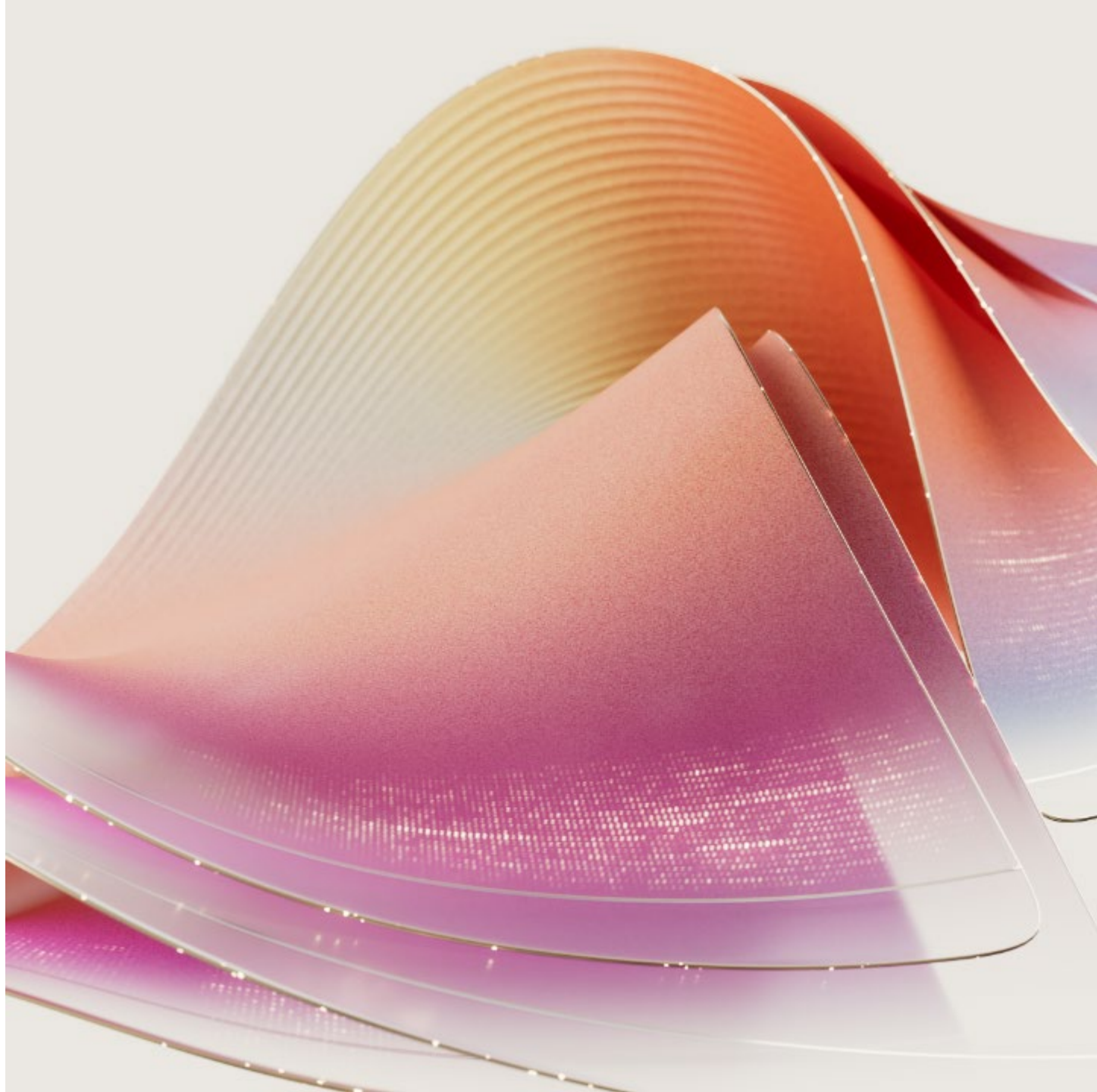
- **First impressions last** – Your story helps people connect with *you* beyond your title.
- **Builds credibility** – Showcases your *unique skills, values, and journey*.
- **Opens doors** – A compelling narrative can create unexpected *career opportunities*.
- **Inspires trust and engagement** – Helps *teams, clients, and peers* relate to your purpose.

How to Use Your "About Me" in Conversations

- **Intros & Icebreakers** – Kick off *meetings, 1:1s, or networking events* with a concise "About Me."
- **Interviews & Panels** – Position your *strengths, values, and impact* clearly and memorably.
- **Performance Reviews** – Highlight your *growth, wins, and goals* using your personal narrative.
- **Cross-Team Collaboration** – Share your story to establish *trust, alignment, and shared purpose*.

Example 1

Kimberly Brown





KIMBERLY D. BROWN, PMP

Dynamic business professional dedicated to improving healthcare using technology, creative problem solving, and utilizing my background and resources to make a difference in the world.

EDUCATION

BS in Electrical Engineering
MBA in Telecommunications
Certificate in Health Administration
Certificate in Pharmacoepidemiology

Professional Experience

- **Healthcare:** Extensive experience in the implementation, go to market, and management of large healthcare projects including early adopter programs. Former pharmacy technician and an SME in pharmacy and nursing workflow
- **Leadership:** Experienced people leader and cross-functional team leader
- **Innovation:** Initiated customized innovation pilots to drive market share for a start up company
- **Revenue Accountability:** Responsible for managing books of business ranging from \$1M -\$80M
- **Project Management/Program Management:** Certified Project Manager who thrives on organizing complex clients and situations

Key Career Highlights

- 2024 Copilot Champion for HLS Organization [Microsoft]
- Creator of the Industry Partner Coffee Chats which have reached 1000+ field members and highlighted 15+ partners [Microsoft]
- Planned a new product launch event for a cutting-edge pharmacy kiosk at a retail chain [MedAvail]
- Developed core project management methodology for Meaningful Use projects [MEDHOST]
- Management of over \$80M in software and services implementation slots [McKesson]
- Led the front-end planning process for all new nursing products including MedAdmin, Nursing Care Plans, and Perinatal Care [McKesson]

Leadership Principles

- Empower others to reach their goals
- Talk less and do more
- Be intentional and fair
- Be a leader that also knows how to follow
- Be an example for others

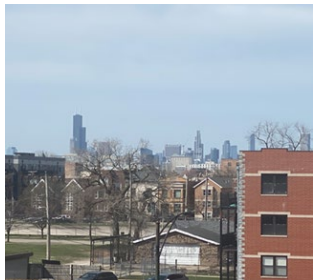
Strengths

- Innovator and change agent
- People connector and relationship builder
- Systematic thinker
- Drives for clarity
- Problem solver; the bigger the better

Kimberly D. Brown |

PASSIONATE ABOUT MY FAMILY, COMMUNITY SERVICE, HEALTHCARE, LEARNING, AND HELPING OTHERS

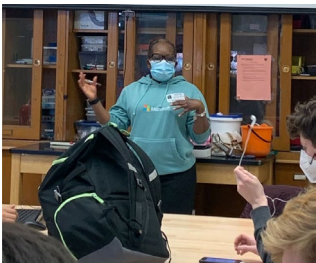
My Foundation



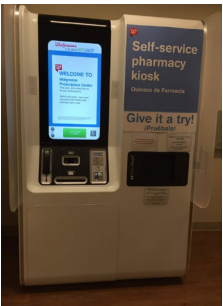
My Fun



My Talents



My Career



KIMBERLY BROWN | *LEADING, LEARNING, AND GIVING*



Chief of Staff BAM HLS

2024 - Present

Chief of Staff BAM Chicago
2024 - Present



Advocate Health Partnership
Roundtable Member
2024 - Present



Leading the Future Participant
2023-2024



Leadership Development
Chairman
2023 - Present



2023 & 2024 Core Title
pharmacology content specialist



Masters in Microsoft Health
2022 – Student
2023 & 2024 - Coach



Microsoft Hackathon
2022 & 2023 - Participant



Certified Project Management
Professional
2014 -Present



Board Member
2024 - Present



Community Scientist
2024 - Present



Member
2024 - Present

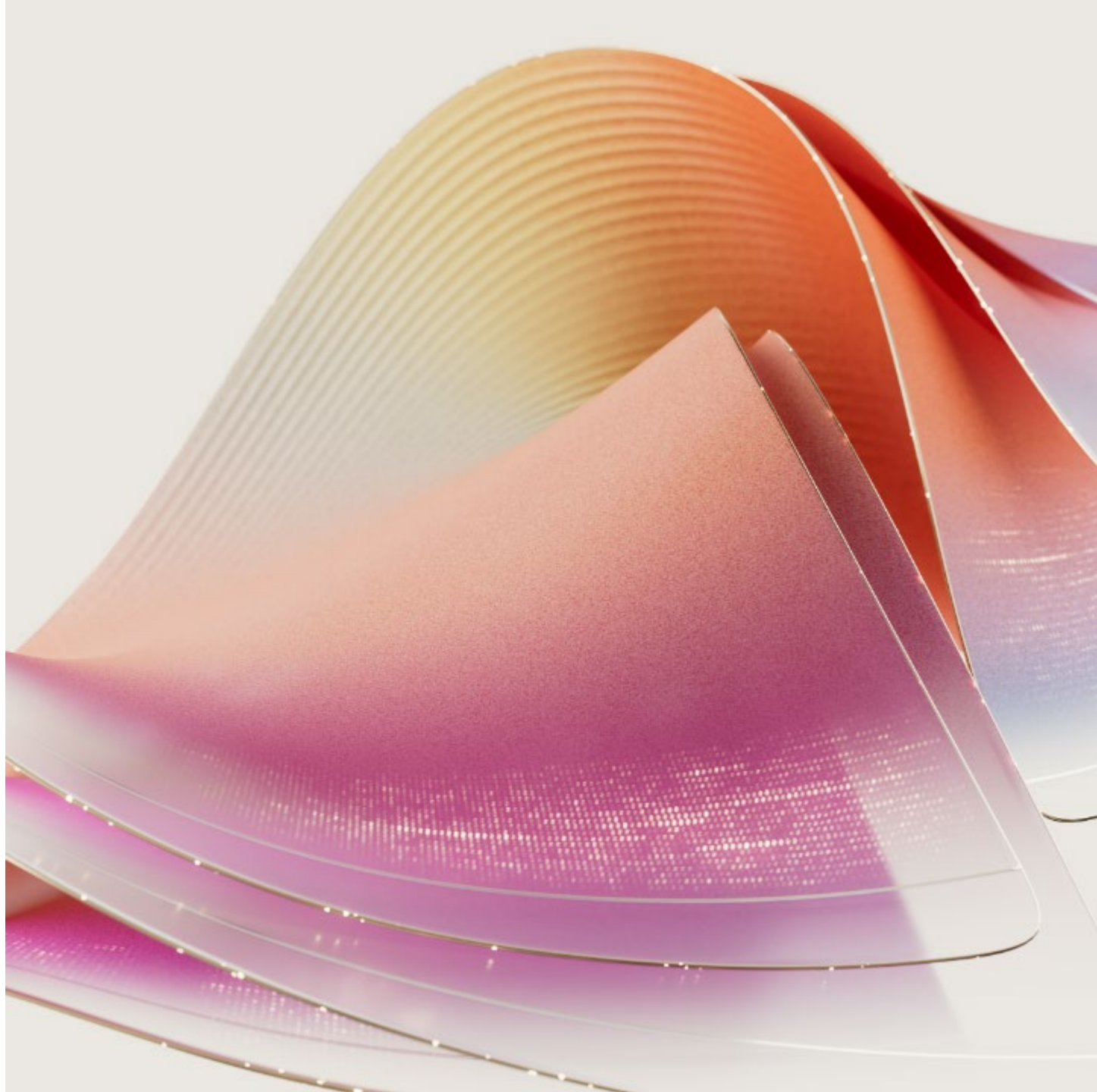


Board Member
2023 - Present



Board Member
2024 – Present
2016-2020

Jemal Dents





FAMILY FIRST

Jemal Dents

Who is Jemal Dents?



Husband, Father, Giver

- Married to Stephanie for 29 years
- 1 son – Jared; 1 girl - Jansen
- Native Texan still adjusting to the Midwest winters after 33 years
- Sports junky; Coached youth sports for 18 years+
- Serve on 3 Non-Profit Boards

Strategic

- Excellent executive presence and engagement
- 25+ years experience with large complex sales cycles, exec scrutiny, deal control, turning around dark customers
- Think big - bring a strong POV and work backwards from there to deliver results

Mentor + Leader

- Masters in Microsoft Health coach; Founder/Chair of local ERG
- Lead teams as Client Director/National Accounts (all different tenures and roles)
- Serve on multiple committees including D&I
- Currently mentor a diverse groups of leaders and IC's across multiple organizations

Problem Solver

- Strong instincts to help problem solve
- Asks a lot of questions of multiple people to capture the complete situation
- Leadership and team can trust and depend on me to lead but be collaborative

Relationship Focused

- Intrigued by people and work to craft meaningful relationships
- Connecting with my team, cross group partners, and multiple customer contacts
- People can trust me and know I am with them; always share my perspective

Customer Obsessed

- Multiple award winner with relentless focus on customers priorities
- Must connect ROI or Business Value
- Focus on Win-Win opportunities
- Voice of the Customer speaker series

Competitive

- I hate losing more than I enjoy winning but I learn either way
- Can see long term goal and develop and lead actionable plan to success (how do we win?)
- Track record of showing grace in face of defeat and paving new way towards success

For Fun

- Genealogy research
- Domestic and international travel
- Former DJ – love all genres of music
- I'm a foodie!
- Sports of any kind

What others say about you....

Feedback on Impact

"Jemal, your ability to encourage and support team members is truly remarkable. You consistently hold accountability for others while pushing them to achieve their best, always with a supportive attitude. Your kindness and values align perfectly with Microsoft's principles, and this has a positive impact on the team." – Sarah Farley - GBB

"Jemal's strategic approach and business acumen are evident in how he transforms business processes and brings creative industry solutions to customers. His passion for customers and technology, coupled with his ability to collaborate and communicate effectively, makes him a trusted advisor and an invaluable asset to the team." – Tracy Kinsey – Dir Specialist

"He consistently meets the customer where they are, focusing on what's important to them, which opens up new opportunities for discussion. Jemal truly embodies the qualities of a servant leader."

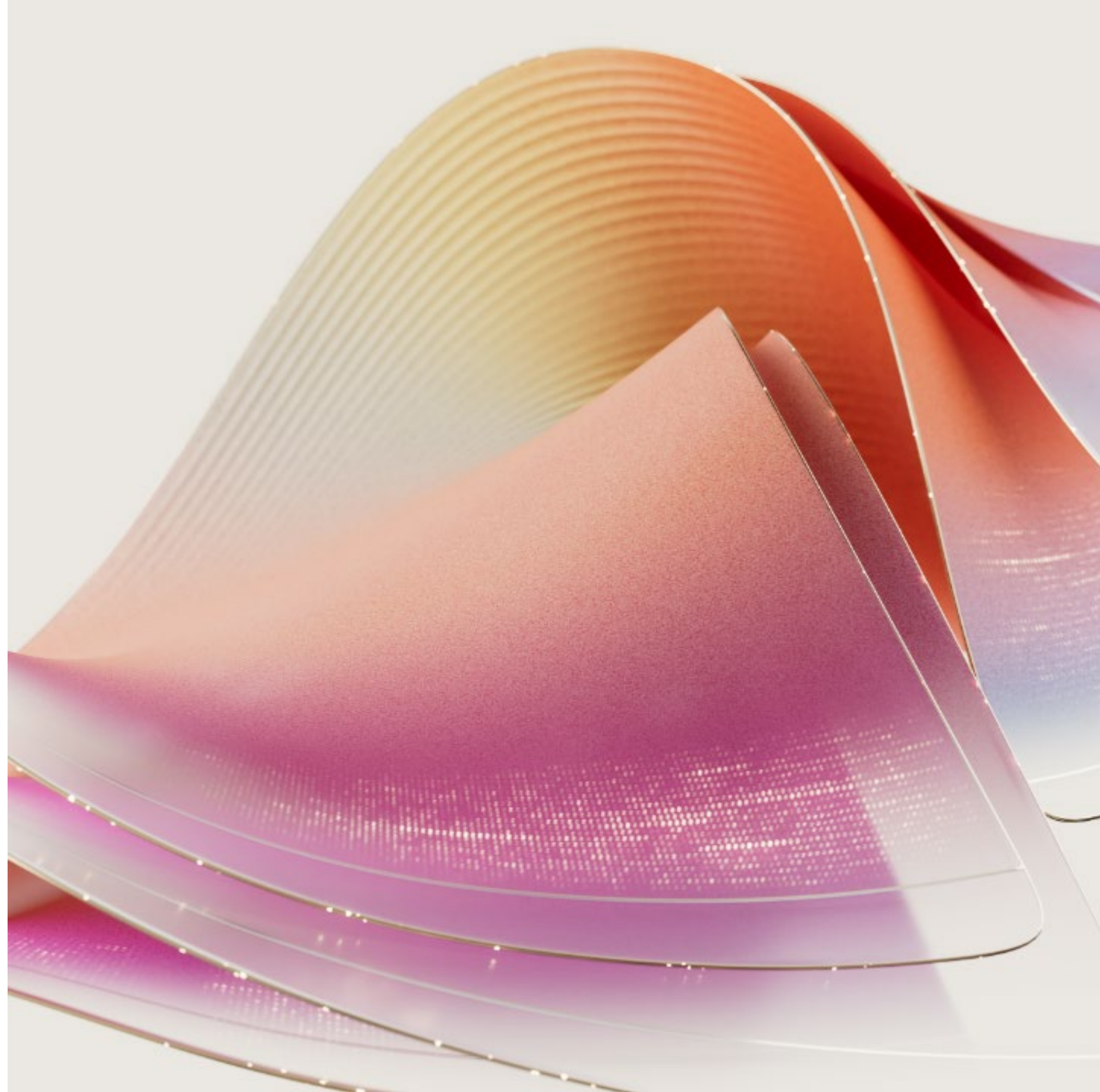
- Bryan Thomas – Sr. CSAM

"Finally, your challenger mindset is a breath of fresh air. You are not afraid to question the status quo and push for improvements. This mindset fosters a culture of continuous growth and encourages everyone to strive for excellence."

- Tim Kornacki – Dir Specialist

Example 3

Rasuwl Walls



Who is Rasuwl Walls?

Consummate Learner & Accomplished 20+ Year Sales Professional and Empowering Leader with 6+ Year History of Proven Results at Microsoft

FY18 – Took a struggling territory trending at 44% projected close to 89% at year end & closed a \$10M EA renewal through a Merger

FY19 – Finished with 124% attainment including 114% attainment in MW.

FY20 – 129% attainment including 165% ACR.

FY21 – 122% attainment including 182% ACR and 2 ACA wins, along with creating the BAM HLS Sponsorship Program with over half the sponsors being promoted or taking on new roles.

FY22 – Mid-year Level Promotion, completed the HLS Masters in Health and Microsoft Leading the Future Programs

FY23 – Over 118% in Biz Apps attainment, BAM HLS Chair, HLS Leadership Development Program (LDP) and stretch assignment shadowing M1s and leading forecasting Calls.

FY24 – Over 121% DBF attainment, BAMCAPS LT, Year 2 of LDP, continued stretch assignments shadowing M1s

Husband & Dad 1st



ATU Director



Adventurer, Learner & Facilitator



Competitor, Artist & Geek



Career Path

Rasuwl Walls - MBA



Wake Forest University School of Business
Master's degree, Business Administration and Management, General
2019 - 2021

Retail Sales Rep
SMB Sales Executive

Multiple Promotions Including:
-Cloud Security Specialist
-Acting Sales Manager
-Territory Sales Rep

National Account Manager
-Multiple Awards and Promotions
-Drove 30% YoY Growth Each FY



2002 - 2005



Uniform Sales Rep
-Rookie of the Year Honors

2007 - 2013



Enterprise Account Manager
-Managed Both Sales & Marketing initiatives

2015 - 2017



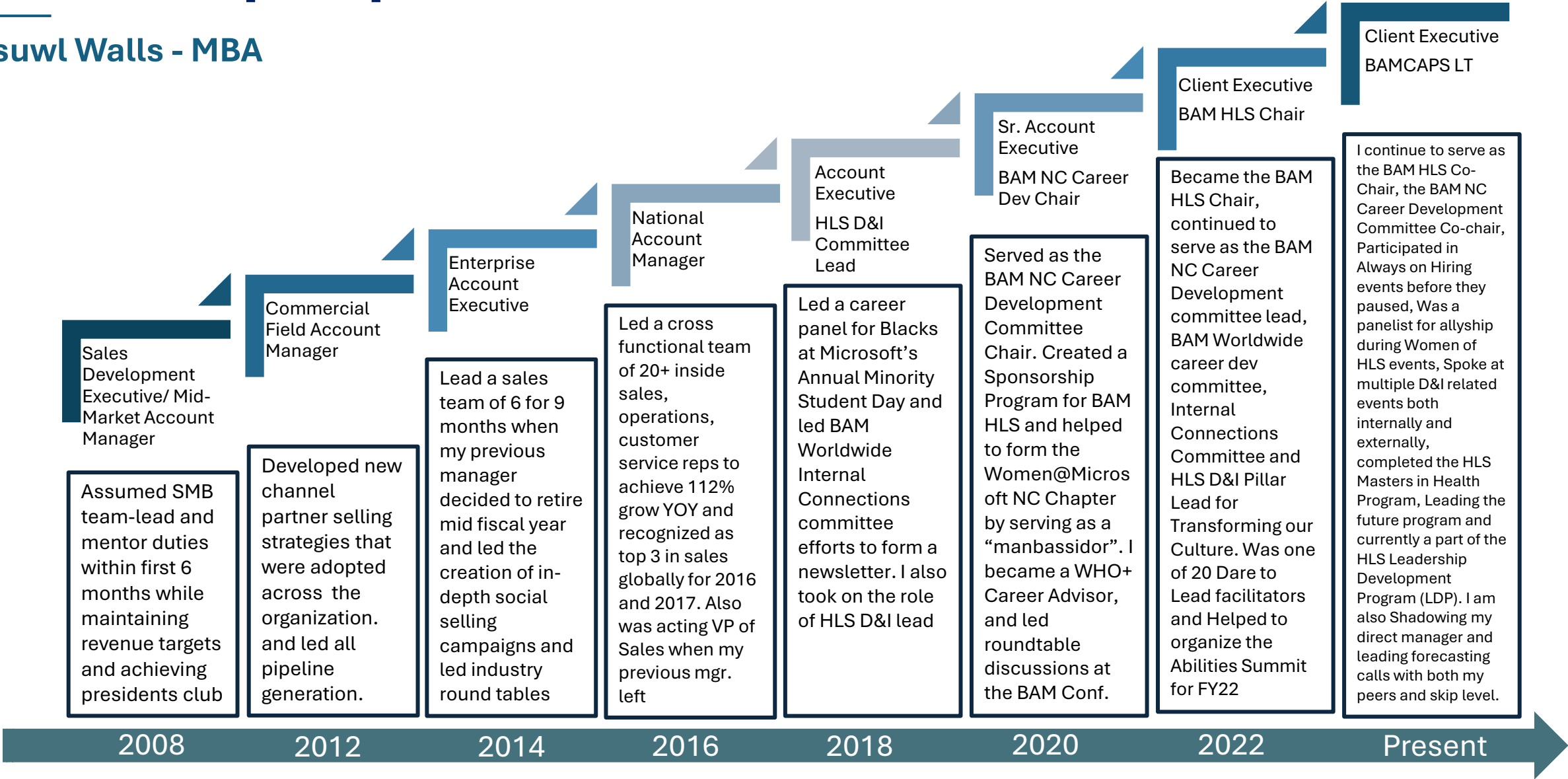
Client Executive (AE) - HLS
Payor & Provider space
-MSFT Masters in Health Grad
-Leadership Development Program



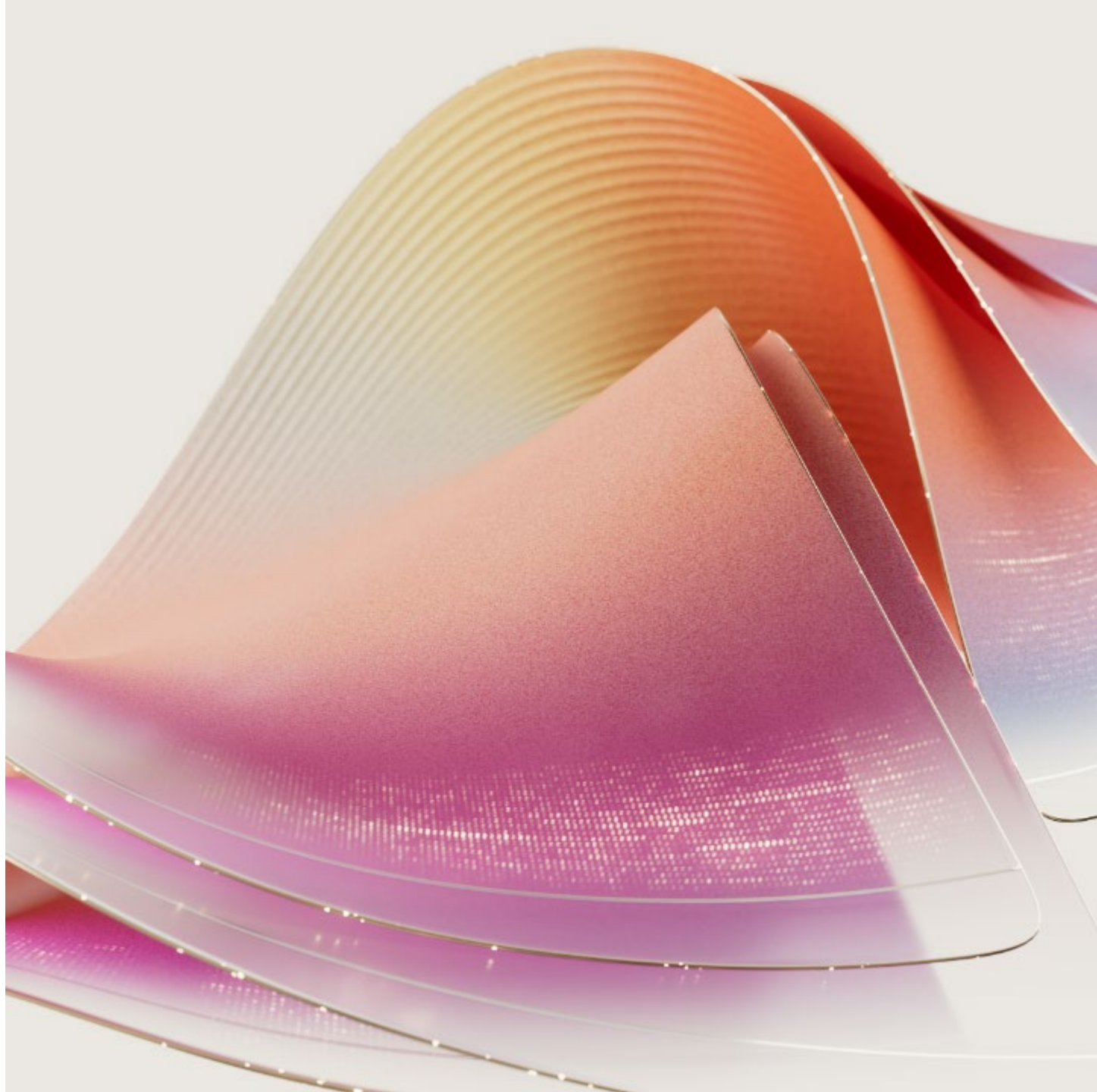
Rutgers University
BA, Africana Studies/Communication
Activities and societies: Paul Roberson Club

Leadership Experience

Rasuwl Walls - MBA



Questions?





Closing Remarks

Lauren Cutrone

Member

Imani Pearls Community Development Foundation

