

# **Cathy Paper, M.A.**

**President at Rock Paper Star**

Greater Minneapolis-St. Paul Area, MN, US

National Speaker | Business Owner | Speaking Topics Include: Building Profitable Products, Networking On and Off the Screen, Building Buzz

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## **Biography**

Cathy Paper, M.A., markets select authors and promotes unique speakers to National status. She guides individuals to create better results through inspiration, reflection and action. Think dynamic growth catalyst! With seventeen years of experience in leadership development and marketing and nearly 10,000 coaching hours and successful guidance of many companies through strategy, creative development and implementation, she knows how to improve people and increase results. She has founded, launched and sold three companies PaperPlus Recycling, JumpStartResults and Live Dynamite and launched nearly a dozen products and National bestsellers. She's working hard to build RockPaperStar into the Nation's go-to book marketing and product development firm. Her quick wit and competitive spirit makes her a trusted advisor and repeat creative force for companies, individuals and associations such as Best Buy, Paramount Studios, Ameriprise, Harvey Mackay #1 New York Times Best Selling Author of Swim With The Sharks, National Association of Women Business Owners, The University of Minnesota Carlson School and Schwan's. Cathy serves on the board of Data360 and Quest for College. She has worked at William Blair & Company, Fallon McElligott and Best Buy and holds her Master's Degree from St. Thomas in Organization Development and a BA from Williams College. She gets #\$\$\*@ done! And she's really fun to work with.

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## **Availability**

Keynote, Panelist, Workshop, Host/MC, Corporate Training

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## **Industry Expertise**

Social Media, Professional Training and Coaching, Advertising/Marketing

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## **Areas of Expertise**

Social Media, Small Business, Networking

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## **Affiliations**

MDRA, 100 Wise Women, i612, USTA, TCMN, NAWBO, Minnedemo, Ad Fed

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## **Sample Talks**

## **Networking On & Off The Screen: Apply Networking Consistently to Running a Business, Launching a Job Search or Promoting a Book**

In this fast-paced, interactive session you will learn how to set goals, take inspired action, and make the most of the relationships and connections you already have in place. Walk away with a goal, a target map and 20 tips on keeping in touch with your network to achieve desired results. This session covers a variety of applications of the power of goal setting and the impact created when the power of the network is harnessed with genuine, long-term intentions.

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## **Event Appearances**

### **Creating Profitable Products**

NSA- Minnesota Chapter

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## **Education**

### **University of Saint Thomas - School of Business**

MA Organization Development

### **Williams College**

BA American Studies, Art History

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## **Accomplishments**

### **NAWBO Minnesota Vision Award**

Received award for vision in business from the National Association of Women Business Owners- Minnesota Chapter. Read more here: <http://nawbo-mn.org/events/2012-award-winner/>

### **Recent Speaker at National Speakers Association (NSA), Minnesota Chapter**

Spoke to an audience of over 50, on the importance and value of building profitable products.

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## **Testimonials**

### **Harvey Mackay**

Cathy Paper is an 11 out of 10. I've used her as a consultant to my speaking business for years and she keeps on taking my game up a notch. She's not just a star. She's an All-Star.

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