

Pauline Weger

ceo at Signature thinkers

Fairfax, VA, US

thought leadership | helping leaders become thought leaders

Biography

Pauline Weger is sparking new thinking around the topic of thought leadership and the discipline of content marketing. She works with organizations to create thought leadership programs that build valuable brands and grow the business. Her thinking has been published in national business and trade media, including a recent Washington Post article entitled "Growth of professional services firms hinges on the visibility of their expertise." Pauline has a unique perspective, having developed industry-leading thought leadership programs and from serving a judge for an international marketing excellence awards program that received a record number of submissions from world class companies such as IBM, BT, HP, Wipro, Cognizant and Microsoft. Pauline's perspectives are shaped by leadership roles with global brands - Deloitte and AT&T - as well as consulting and technology firms. She brings that same thinking to her work with nonprofits.

Availability

Keynote, Moderator, Panelist, Workshop

Industry Expertise

Financial Services, Corporate Leadership, Accounting, Information Technology and Services, Writing and Editing, Advertising/Marketing, Public Relations and Communications, Professional Training and Coaching

Areas of Expertise

Thought Leadership, Content Marketing, Branding, Becoming the Visible Expert.

Affiliations

Signature thinkers

Sample Talks

Eminence. By design.

The concept of becoming a thought leader is overwhelming to most executives. Particularly when they are busy growing the business, running a practice, and hiring + developing talent. Taking deliberate steps right at the outset ? including getting a grip on what clients' value and what your leaders expect ? can put you on the right path. And, finding catalysts will help get ideas from thought to market.

The rise of the visible expert.

A workshop on grooming thought leaders while getting closer to the revenue.

Marketing's new value proposition

A moderated panel discussion with leaders of the world's largest professional services firms.

Thought leadership: Building rock bands, not rock stars.

The digital revolution has cleared the way for experts to be discovered. Social media provides a powerful way to build a fan base among clients and industry watchers. Smart, polished, brand-building videos allow leaders to be seen and heard while coming across as approachable and likeable. Live performances, such as in-person keynotes and client meetings, remain a critical way to connect to the paying public. This session looks at how to help leaders move from invisible to visible.

Event Appearances

Marketing Transformation: Rethinking, Reskilling, and Reinventing the Organization
ITSMA Marketing Leadership Forum

Education

Boston College
Bachelor of Science Marketing

Accomplishments

The Washington Post, Capital Business

"Growth of professional services firms hinges on the visibility of their expertise" by Pauline Weger, ceo, Signature thinkers

Growth Strategies. "Fueling the Growth Agenda"

Winter 2013 Cover story by Pauline Weger "Tie thought leadership strategy to reputation, relationships and revenue"

Oh, the Places you'll go, Entrepreneurs

Upstart Business Journal, published nationally by The Business Journals "A Seuss-inspired look at my first year as an entrepreneur" by Pauline Weger

Testimonials

Dave Munn

"Pauline has worked with my company for many years. She is a great speaker, facilitator, consultant, and advisor on numerous topics. Pauline has been a speaker at many executive-level ITSMA events and has always been graded among the top presenters. She moderated one of our most successful panels at our annual conference in December 2012. She has worked as a consultant on ITSMA projects ranging from marketing strategy, brand positioning and differentiation, to thought leadership strategy development and building visible experts. She truly excels, bringing substantial knowledge, expertise and new thinking."

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