



Powerful but hidden desires and forces are shaping the world, operating just under the surface.

E. Kinney Zalesne

□ Expert on CEO positioning - leveraging the CEO to improve performance. □

Kinney Zalesne is an expert on CEO positioning. Collaborator with Mark Penn on the book *Microtrends* and the column "Microtrends" in *The Wall Street Journal* - highlighting the dozens of emerging micro-communities whose tastes and lifestyles are shaping our future.

CEO, Zalesne LLC.



Ahead of the Curve

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Highlights

Kinney Zalesne is an expert on CEO positioning — how to leverage the CEO as not just the chief decision-maker *for* a company, but a strategic asset *of* the company. This is critical because, among business influencers, the CEO's reputation is responsible for nearly 50% of the company's reputation (Burson Marsteller 2001).

Zalesne is also the bestselling collaborator with Mark Penn of the groundbreaking book *Microtrends: The Small Forces Behind Tomorrow's Big Changes*, and *The Wall Street Journal* column of the same name. Just as CEO positioning must be customized to the leader and the company, marketing messages must be customized to the dozens of emerging communities whose tastes and lifestyles are shaping our future.

Kinney Zalesne graduated *cum laude* from Yale University and Harvard Law School, where she was Barack Obama's classmate.

CEO Positioning

□ Learn how your CEO — maybe that's you — can give a big lift to your organization. □

CEO Positioning recognizes that whether or not s/he wants to be, the CEO is the chief driver of corporate brand. More than any other voice of the company, including advertising, PR, press releases, or other corporate executives, the CEO's words and deeds are the quickest way to shape impressions of the company, for good or bad. But too often CEOs underestimate this concern. That is at best a waste of a critical corporate asset, and at worst a serious risk to the company.

Using the lens of corporate communications with the tools and tactics of political campaigns, Zalesne helps companies leverage their CEOs for maximum performance.

Credentials

- □ CEO, Zalesne LLC — advisor to Fortune 500 and 1000 CEOs re positioning, change management, and alignment of their story with the company's
- □ Collaborator, *Microtrends: The Small Forces Behind Tomorrow's Big Changes*
- □ Collaborator, Microtrends column, Wall Street Journal
- □ Contributor, *The New York Times*, *Financial Times*, *Bloomberg Business Week*
- □ Senior Advisor to Chief Campaign Strategist, Hillary Clinton for President
- □ Senior Advisor to President's Pollster, Clinton-Gore Re-Election
- □ White House Fellow with Vice President Gore
- □ Counsel to U.S. Attorney General Janet Reno
- □ President and EVP of two national social-change organizations, College Summit & Hillel
- □ Assistant District Attorney, Philadelphia
- □ Honors graduate, Harvard Law School (Barack Obama's class) and Yale University

