

A man in a blue suit and white shirt is standing in a classroom, speaking to an audience. He is gesturing with his hands. The audience is seen from behind, sitting at desks. The background is a plain wall with a door and some notices.

JOSEPH LIU

Speaker · Career Consultant · Podcast Host

KEYNOTE TALKS · WORKSHOPS · WEBINARS

BIOGRAPHY

Joseph Liu helps professionals relaunch their careers by more powerfully marketing their personal brands. His work is informed by 10 years of global marketing experience in the US & UK managing brands including Glad, Liquid-Plumr, Gü Puds, and Häagen-Dazs, his involvement with four major brand relaunches, and 1000+ hours of professional career coaching. He also taps into insights from his own experiences successfully navigating career changes & securing target roles within the competitive FMCG industry.

As a speaker, personal branding strategist, career consultant, and host of the [Career Relaunch](#) podcast with listeners in 158 countries, he applies principles used to build & relaunch consumer brands to now help professionals s build & relaunch their personal brands.

Based near London in the UK and originally from the US, Joseph has served as a speaker at TEDx, Marketing Week Live, The Guardian, Management Today, and business schools including London Business School, ESADE Business School, Bocconi Business School, HEC Business School and others. He received his Associate Certified Coach (ACC) credential from the International Coach Federation, MBA from the University of Michigan, Ross School of Business, and Bachelors of Arts in Psychology from Northwestern University.

To view samples of Joseph's talks and get a sense of his speaking style, visit: josephliu.co/speaking



BALANCE BUSINESS INSIDER CAREER BUILDER LADDERS lifehacker SUCCESS TEDx

Forbes FASTCOMPANY glassdoor MarketingWeek MONSTER The Motley Fool Management Today

GMAC GRADUATE MANAGEMENT ADMISSION COUNCIL The Guardian HUFFPOST the muse REALSIMPLE ((SiriusXM)) THRIVE GLOBAL

Find Joseph online:
JOSEPHLIU.CO



SERVICES

JOSEPH HOSTS KEYNOTES, WORKSHOPS, AND WEBINARS ON PERSONAL BRANDING, MARKETING, AND CAREER CHANGE TOPICS

My unique approach is built on my industry experiences as brand marketer combined with my work as a career change consultant. I always aim to deliver engaging sessions that leave attendees with information, reflection, and practical actions. Topics include:

PERSONAL BRANDING

- Personal branding
- Elevator pitching
- Networking
- Presentation skills
- Virtual interviewing

CAREER CHANGE

- Handling career transitions
- Navigating stages of change
- Managing times of crisis

MARKETING INDUSTRY

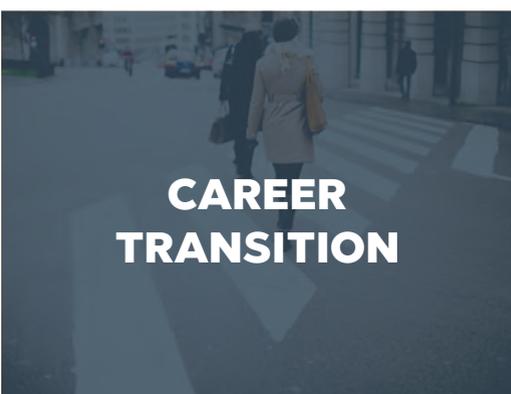
- Case interview skills
- Brand marketing careers

The following pages contain more details on my workshops. I'd welcome an opportunity to assist you.

WORKSHOP DETAILS

TOPIC	DESCRIPTION	EXAMPLE OUTLINE	
 <p>BUILDING YOUR PERSONAL BRAND</p>	<p>Learn how to build your personal brand & market yourself more effectively</p>	<p>1. BRANDING OVERVIEW</p> <ul style="list-style-type: none"> How strong consumer brands communicate positioning and benefits <p>2. DEFINING</p> <ul style="list-style-type: none"> 4-part framework to develop your personal brand 	<p>3. BUILDING</p> <ul style="list-style-type: none"> Social media, professional communications, and job materials <p>4. COMMUNICATING</p> <ul style="list-style-type: none"> Pitching your unique skills & value to others
 <p>PITCHING YOUR PERSONAL BRAND</p>	<p>Effectively respond to common job search questions so you can stand out to hiring managers</p>	<p>1. PRINCIPLES</p> <ul style="list-style-type: none"> Communication fundamentals Elevator pitch foundations <p>2. NETWORKING</p> <ul style="list-style-type: none"> “What’s your background” Response framework 	<p>3. RECRUITERS</p> <ul style="list-style-type: none"> “What are you looking for?” Recruitment 101 Response framework <p>4. INTERVIEWS</p> <ul style="list-style-type: none"> “Tell me about yourself?” Characteristics of good responses Best practices Response framework
 <p>PRESENTATION SKILLS</p>	<p>Use marketing principles to make your presentations more effective and memorable</p>	<p>1. STRUCTURE</p> <ul style="list-style-type: none"> Segmentation & targeting Rational vs. emotional messages Clear Call to Action <p>2. CONTENT</p> <ul style="list-style-type: none"> Structure Branding Slide layout 	<p>3. PREPARATION</p> <ul style="list-style-type: none"> Rehearsal Timing Materials <p>4. DELIVERY</p> <ul style="list-style-type: none"> Staging Effective communication Audience connection

WORKSHOP DETAILS

TOPIC	DESCRIPTION	EXAMPLE OUTLINE	
 A person in a white shirt is looking at a laptop screen in a meeting setting. <p>NETWORKING SKILLS</p>	<p>Understand key principles and techniques to build & maintain a strong professional network</p>	<p>1. OVERVIEW</p> <ul style="list-style-type: none">· Fundamentals· Principles· Pitfalls <p>2. MANAGEMENT</p> <ul style="list-style-type: none">· Types of contacts· Relationships to maintain· Resources	<p>3. STRATEGY</p> <ul style="list-style-type: none">· Preparation· Informational Interviewing· Follow-up <p>4. SOCIAL MEDIA</p> <ul style="list-style-type: none">· LinkedIn· Medium
 A woman with glasses is sitting at a desk with a laptop, looking at the screen. <p>VIRTUAL INTERVIEWING</p>	<p>Learn simple techniques to improve your room setup, audio, video, and communications when videoconferencing</p>	<p>1. OVERVIEW</p> <ul style="list-style-type: none">· 4 key principles <p>2. ROOM</p> <ul style="list-style-type: none">· Setup· Staging· Devices	<p>3. TECHNICAL</p> <ul style="list-style-type: none">· Audio· Video· Screen <p>4. INTERVIEW</p> <ul style="list-style-type: none">· Attire· Gaze· Etiquette
 A person is walking down a set of stairs in an office building. <p>CAREER TRANSITION</p>	<p>Hear how to navigate career transitions to find more meaningful work</p>	<p>1. CHANGE</p> <ul style="list-style-type: none">· Hear a former marketer's story of relaunching his career <p>2. SIGNS</p> <ul style="list-style-type: none">· Decide when a change is needed	<p>3. BARRIERS</p> <ul style="list-style-type: none">· Understand what stands in the way of making changes <p>4. ENABLERS</p> <ul style="list-style-type: none">· Learn how to make bold changes you desire for your career

WORKSHOP DETAILS

TOPIC	DESCRIPTION	EXAMPLE OUTLINE	
 <p>MANAGING CAREER CRISES</p>	<p>Create an action plan to reassess, reposition, and relaunch your career during times of upheaval</p>	<p>1. OVERVIEW</p> <ul style="list-style-type: none"> · Economic trends · Snapshot of situation · Professional landscape <p>2. REASSESS</p> <ul style="list-style-type: none"> · Changes · Goals · Tradeoffs 	<p>3. REPOSITION</p> <ul style="list-style-type: none"> · Segmentation · Targeting · Positioning <p>4. RELAUNCH</p> <ul style="list-style-type: none"> · Principles · Preparation · Actions
 <p>MARKETING CAREERS</p>	<p>Get insights & tips on how to land a role in today's fast-moving marketing industry from a former FMCG/CPG brand manager with 10 years of industry experience</p>	<p>1. OVERVIEW</p> <ul style="list-style-type: none"> · Branding 101 · Brand Manager role overview · Project scope & examples <p>2. INDUSTRY SNAPSHOT</p> <ul style="list-style-type: none"> · Consumer trends · Marketing trends · What's "hot" in marketing 	<p>3. PREPARATION</p> <ul style="list-style-type: none"> · Brand skills to develop · Relevant courses · Company considerations <p>4. HIRING INSIGHTS</p> <ul style="list-style-type: none"> · Trends & statistics · Search tactics · Hiring process & interviewing
 <p>MARKETING CASE INTERVIEWS</p>	<p>Learn how to prepare for and succeed at marketing case interviews from a former FMCG brand manager</p>	<p>1. BACKGROUND</p> <ul style="list-style-type: none"> · Case interview defined · Formats · Hiring insights <p>2. PRINCIPLES</p> <ul style="list-style-type: none"> · Tips for success · Common pitfalls · Skills assessed 	<p>3. CASE QUESTIONS</p> <ul style="list-style-type: none"> · Common topics · Sample questions · Response frameworks <p>4. PREPARATION</p> <ul style="list-style-type: none"> · Sources of information · Interview guides · Questions to ask

TESTIMONIALS FROM ATTENDEES



Joseph's ability to engage with the audience was outstanding, and throughout the lively, energizing session, Joseph gave clear, actionable tips.

SONIA B.

Head of Data Office
Ericsson, Stockholm



Joseph's webinars were specific, content-rich, and easy to digest. I have no doubt his webinars helped me get the job, and I owe a part of this success to him.

DIOGO N.

Director of Business Development
Sungrow Power Generation, Sao Paulo



I've worked with conference speakers and presenters for over 20 years, and Joseph is a standout. I cannot recommend him more highly.

BOB A.

Executive Vice President
Graduate Management Admissions Council, Washington, DC



Joseph was the headline keynote speaker at our annual career conference. Nearly everyone rated Joseph's talk as a 10 out of 10, some of the highest ratings we've ever seen for a speaker.

STEFANIA A.

Conference Director
Catalyst Solutions, Bucharest



Joseph has always delivered inspiring and motivational talks that are useful and impactful. He's earned his reputation as one of best career consultants in the industry.

LAKMINI S.

Head of Programme Delivery
The London School of Economics and Political Science, London



Joseph is an incredibly gifted speaker. His high-energy style and ability to connect with his audience makes for a truly inspiring workshop.

NICHOLAS P.

Digital Marketing Manager
NGP4 Consulting, San Francisco

GET IN TOUCH

TO DISCUSS HOW I CAN SERVE YOUR SPECIFIC NEEDS,
PLEASE CONTACT ME. THANKS!



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