



Kathryn Rose

CEO & Founder of channelWise & getWise



About Kathryn

Kathryn Rose is an innovator, and the founding CEO of award-winning technology platforms (getWise/channelWise) that powers expertise as a service for companies, communities, small businesses, professionals and IT channel vendors/partners to accelerate business or career growth. She is a former Wall Street executive sales leader and an author of 9 books. She has been featured in Forbes, Inc. Magazine, CBS Marketwatch, Fox News and more. She was named Worth Magazine Top Worthy 100 Entrepreneurs, Forbes Top 1000 innovators and a member of the prestigious Nasdaq Milestone Makers program.

Prior to devoting her focus to her startup, Kathryn was an executive sales and marketing consultant for large global and local clients developing targeted online campaigns resulting in millions of engaged fans, followers and connections. Kathryn's experience has taken her from startup to multimillion dollar companies. She is an award-winning Wall Street sales leader driving \$100 million+ in annual sales and in channel marketing with global B2B clients.

Kathryn is a highly sought after speaker at leading global industry events--Google, IBM, Dell Technologies, Women in Tech Global Summit and the Grace Hopper Celebration. Kathryn has received accolades for her vision, commitment, and leadership including the CompTIA Advancing Women in Technology Mentor of the Year Spotlight award, The Women In Tech Global Movement Ally of the Year and the ACW Lead award and more.

Kathryn is regarded for her grit, tenacity, creative problem solving, glass-half-filled approach and her ability to laugh, always. A tireless champion for diversity, Kathryn has received accolades for her vision, commitment, and leadership including being recently named to the Channel Futures Top DE&I Champions in Technology 101 list. The list recognizes individuals from diverse and multicultural backgrounds who are driving diversity, equity and inclusion in the technology channel through their words, actions and leadership.

POPULAR TOPICS

Building Authority: Thought Leadership Strategies

Learn practical strategies to establish your brand as an industry expert and leverage authority to keep your business top of mind with consumers, driving awareness, growth, and loyalty.

Key Takeaways:

- **Expert Positioning:** Learn how to effectively showcase your depth of knowledge and unique insights, distinguishing yourself from competitors and establishing your brand as the go-to authority in your field.
- **Engagement Through Thought Leadership:** Discover strategies to engage and grow your audience, using thought leadership as a tool to inspire, provoke discussion, and drive consistent interaction with your brand.
- **Leveraging Authority for Growth:** Understand how to translate your industry authority into business success, keeping your brand top of mind, driving consumer awareness, and cultivating loyalty that not only attracts but retains.

(ROR)

Return on Relationship

The digital era has redefined the landscape of business and personal interactions, necessitating a shift from traditional metrics like Return on Investment (ROI) to a more relationship-focused approach, Return on Relationship (ROR). Here's what we'll cover

- **Understanding ROR:** How ROR emphasizes the value of long-term relationships, trust, and engagement in the digital world.
- **Building Authentic Connections:** Strategies for fostering genuine relationships with your audience, leveraging social media, and creating a loyal customer base.
- **Practical Tips:** Actionable insights for attendees on how to integrate ROR into their business models, marketing strategies, and daily interactions.

POPULAR TOPICS

Cultivating Connections:

Strategies for Building and Expanding Your Professional Network

The power of your personal network is undeniable. Let's dive in and discover how to navigate the intricacies of effective networking — from crafting memorable first impressions and strategically utilizing social media, to sustaining valuable professional relationships over time.

Key takeaways:

- **Strategic Follow-Ups:** Learn the importance of and techniques for effective follow-up, keeping your network alive and engaged without being overbearing.
- **Embracing Network Diversity:** Discover the immense value in expanding your network beyond your immediate circle, fostering growth, and unlocking unexpected opportunities.
- **LinkedIn Optimization:** Uncover actionable strategies to elevate your LinkedIn presence, transforming from a passive member to an active industry contributor.

Stand Up to Stand Out

“Stand Up to Stand Out” led by Kathryn Rose will help you understand the impact of your unique presence —how you see yourself currently, how others see you, and then, how you want to be seen to grow in your business or career pursuits.

How You Will Benefit from Attending Stand Up to Stand Out:

- Appreciate the art of self-promotion
- Enhance your social media brand and reputation
- Establish presence, confidence and credibility

The Power of Community:

Put Your Network to Work

Let's talk about the real power behind successful professionals - a thriving, active community. It's not just about numbers; it's about building a network where everyone grows together. In this session, we're going to get into the heart of what makes a community tick: building it with the right people, nurturing relationships, and yes, leveraging this network to supercharge everyone's success. We'll go through how a well-knit community isn't just a stepping stone for opportunities, but also a support system, an idea incubator, and a resource pool that's beneficial for all.

Here's what you'll walk away with:

- **Foundations of Community Building:** Learn the essentials of kickstarting a community that's bound by common goals and mutual growth.
- **Beyond Networking - Nurturing Your Tribe:** Discover the art of not just maintaining, but truly nurturing professional relationships that thrive on mutual support and respect.
- **Activating Your Network:** Uncover strategies to engage your community, turning it into a dynamic, resourceful entity that works for and with its members.

(Abstract targeted to women but can be adapted for a broader audience)

The Power of A.S.K.

Are you asking for what you want? If you're like most women the answer is no. But without asking where will you be? "Closed mouths don't get fed" as they say. The Power of Ask will take you on a journey from being anxious to empowered to make the right asks of the right people at the right time. The Power of ASK is going to help you be more confident, more comfortable about asking—and getting what you want.

In this must-see session you will discover:

1. Why asking is so challenging for some
2. How to frame your ask to be more comfortable
3. The A.S.K formula and how to apply it