Bonnie Marcus
LEADERSHIP

BonnieMarcusLeadership.com

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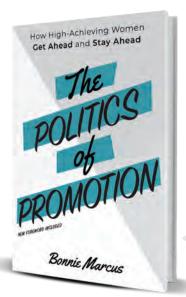Bonnie@BonnieMarcusLeadership.com

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Award-winning entrepreneur, certified executive coach, and *Forbes* contributing writer, Bonnie Marcus, M.Ed. helps women get ahead and stay ahead.

As a worldwide speaker and coach, Bonnie guides professional women as they navigate the workplace, embrace self-promotion, and advance their careers with political savvy. Bonnie is available to share her sound, strategic process for propelling competent, talented women to the top globally through speaking engagements, workshops, and webinars.

Bonnie's own professional background includes over twenty years of sales and management experience, including CEO of a ServiceMaster company and Vice President of Sales at Medical Staffing Network, as well as two other national companies in the healthcare and software industries. She has also held executive positions in several startups and *Fortune 500* companies.

Bonnie earned a BA from Connecticut College and a M.Ed. from New York University. Forbes.com honored her firm, Women's Success Coaching, three years in a row as one of the Top 100 Websites for Professional Women stating, "Women's Success Coaching weighs on the many building blocks of empowering women in business, from assertive communication to self promotion to sensitivity training." In 2018, Bonnie was recognized as a Top 100 Keynote Speaker by *Databird Business Journal*. She is currently finalizing her next book which brings into focus the challenges that women over 50 face in the workplace

Featured In:
Forbes, *Chicago Tribune*, *Entrepreneur*, *Fortune*, *Inc.*, *Fast Company*, *Huffington Post*, *Reader's Digest*, *CIO Magazine*, *Women in HR*, *Business Insider*, and more.

Past Clients:
Watermark Conference for Women, WIN Summit, Salesforce, Stonybrook University Center for Executive Education, 3M, Actelion, Capco, Massachusetts Institute of Technology, Harvard Business, Wharton Women in Business, HSBC, Barclays, The Massachusetts Conference for Women, Fidelity, Prudential, GoDaddy, the Association of Women in Science, Women in Technology International, and the National Association of Professional Women Leadership Conference.

"Bonnie has a way of framing experiences we all have into valuable lessons. We look forward to having Bonnie join our conversation again and again... she is a most talented and inspiring role model."

— Pat Malone, Marketing Instructor, Executive Director, Corporate Education and Training, Stonybrook University

The Politics of Promotion: How High-Achieving Women Get Ahead and Stay Ahead, details common, research-backed landmines women encounter in the workplace and provides proven tools for them to overcome these problems and be successful.

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Speaking Topics

- **The Politics of Promotion: Navigating the Reality of the Workplace**
  What does it take to get ahead? Bonnie offers a blueprint for how to position yourself to get the promotion you deserve.

- **Own Your Ambition**
  Based on her extensive research on women and ambition, Bonnie discusses what holds women back from owning their ambition and what it takes to embrace it with authenticity.

- **Be a Badass at Any Age: Women Embracing Their Power and Ambition**
  What does it mean to be a badass over 50? Bonnie discusses what it takes for women to own the power of their age.

- **The Double Whammy of Gendered Ageism for Women and Companies**
  Women over 50 face both age and gender discrimination in the workplace. Bonnie talks about what it takes for women to keep their jobs and what companies can do to retain them.

- **Strategic Networking: How to Identify and Cultivate the Workplace Relationships That Count**
  The most powerful networks are purposeful and intentional. Bonnie discusses what strategic network is, the benefits, and how to create one to further your career advancement.

- **Mastering the Art of Savvy Self-Promotion**
  Despite knowing its importance, most people shy away from advocating for themselves. Bonnie offers her proven method to effectively and powerfully showcase your accomplishments without losing your integrity.

- **You Surround Yourself with People Just Like You: That's a Problem!**
  When you surround yourself with people who look and think like you, you are in a bubble that can hinder your potential as a leader. Bonnie describes the personal bubble we live in, how that negatively affects our leadership, and what companies can do to break out of their bubble to survive and thrive today.

- **Step Into Your Whole Self: Overcoming the Limiting Beliefs and Fears That Hold You Back**
  The fears and assumptions we have about ourselves limit our ability to reach our full potential. Bonnie helps the audience identify these limiting beliefs and overcome them for personal and professional success.

- **What's Happening in the Workplace Post #METOO**
  Based on her research and interviews, Bonnie outlines how the workplace has changed for men and women and what companies and their employees can do to improve the culture.

- **What Companies Can Do to Attract, Retain, and Promote Women**
  Companies are missing the boat when it comes to retaining and promoting women. Bonnie addresses where diversity initiatives fail and how companies can create effective programs to support women.

- **A Smart Woman's Guide to Assertive and Confident Leadership**
  In this keynote, Bonnie outlines how women can be assertive and confident in order to position themselves for success.

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