

Harnessing the Power of Personal Branding to Reach Top Management

A Theory-Building Approach to How Businesswomen Can Leverage Marketing Narratives

Nina Brown, Pepperdine University – Graziadio Business School

Introduction

Domains: Organizational Management, Marketing, Career Development, and Consumer Research

Exploring: Women's career journeys across industries in Corporate America.

Identifying: Tactics to address the underrepresentation of women in Top Management Teams.

Prior Literature

Research from marketing and consumer domains shows how to influence consumer product/service/brand choices.

Preliminary Parallels:

Consumer Journey **=====** **Employee Journey**

Identity Formation + Proactive Positioning (for desired jobs)

- Parmentier & Fisher (2013, 2021) and Press & Arnould (2011)

Method & Data

Semi-structured 60-min interviews

- Broad introspection questions for influential factors
- Specific topics of resilience, visibility, and personal branding

20 female businesswomen working for at least 5 years

- Ages 33 to 77 spanning individual contributor to CXO

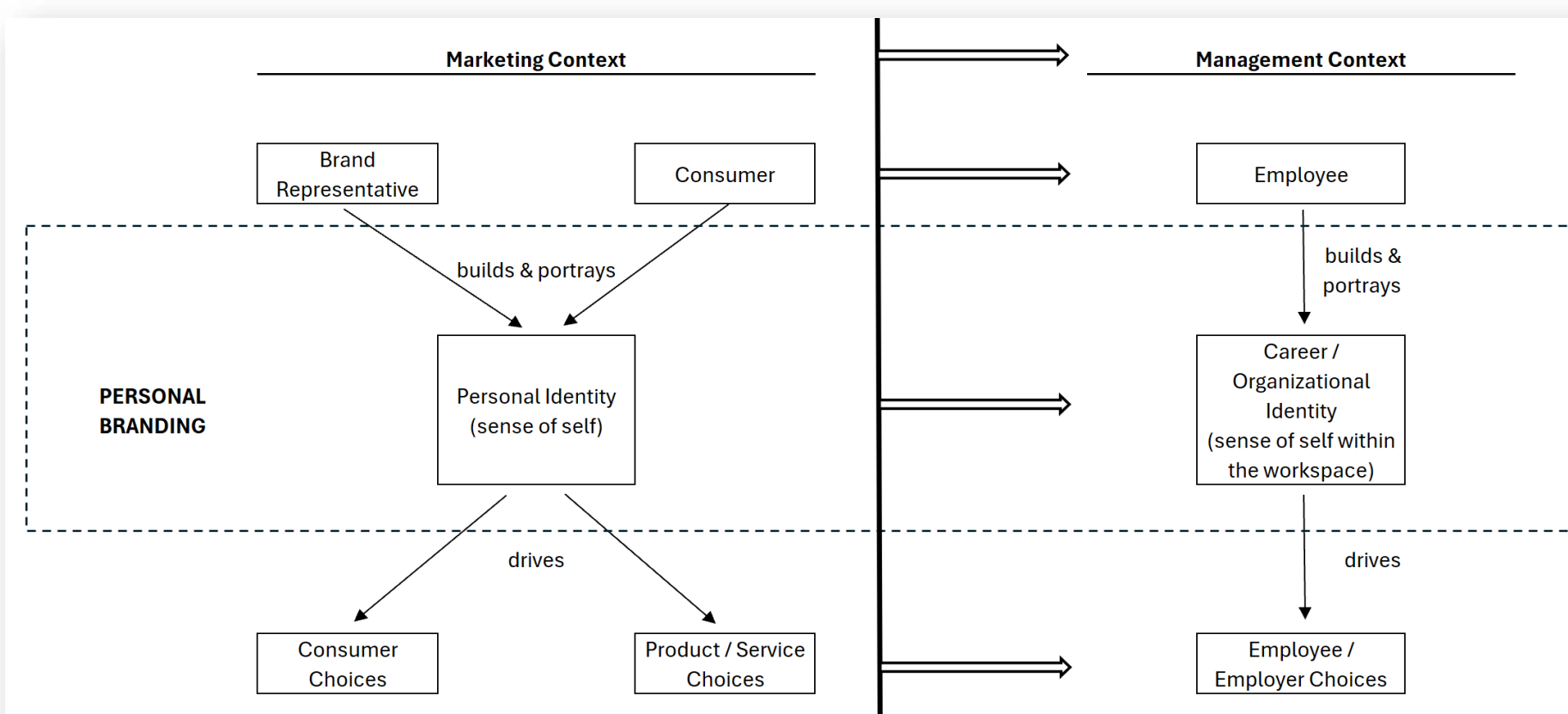
Combination of qualitative coding:

- In vivo
- Simultaneous coding (descriptive and inferential lenses)
- Dramaturgical coding (objectives, conflicts, tactics, attitudes, emotions, and subtexts) - Miles et al., 2019

Conceptual Framework

Marketing theories can help jobseekers:

“Navigate the Market” of career opportunities.



Conclusion

Marketing tactics for brand positioning provide insights for women to advance their careers.

Not dependent on demographics or personality traits.

Every suggested concept can be trained.

Results

Four major concepts as primary contributors to successful upward promotions, spanning:

- Positive factors (performance is recognized/appreciated and desirable job opportunities realized)
- Negative factors (obstacles that demotivate a woman can be successfully navigated and overcome)

The Persuasive Narrative is a key factor for successful practice of each concept.

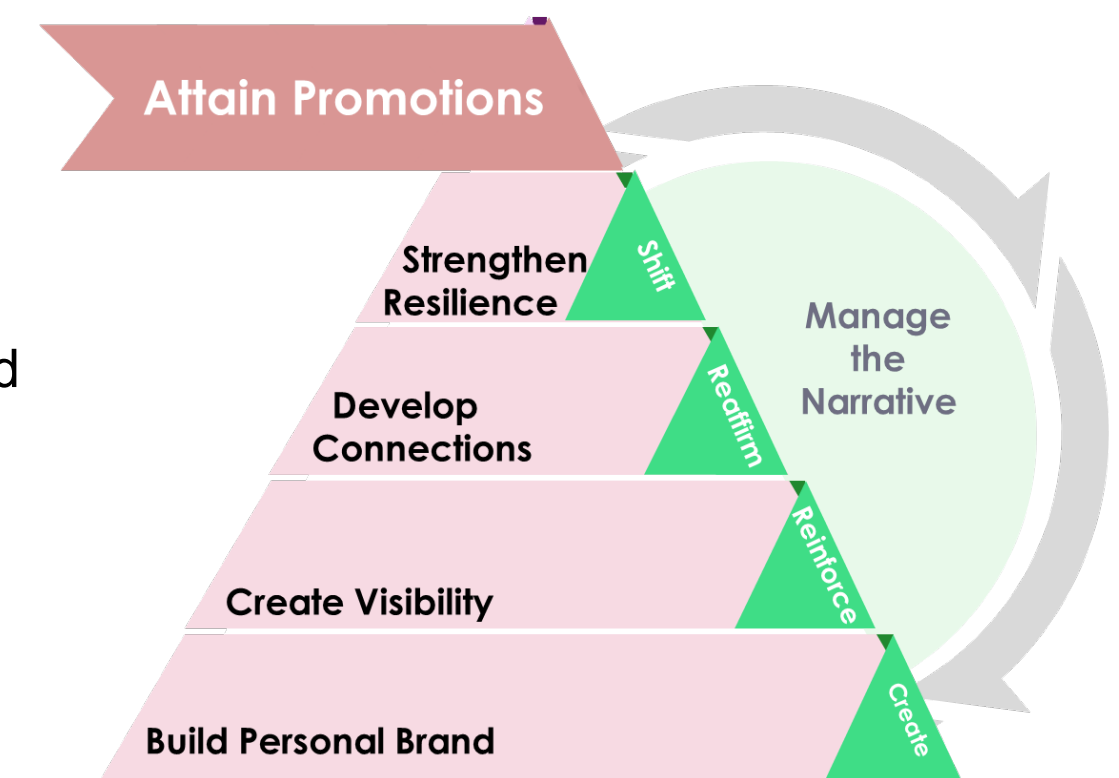


Figure 2: Key Concepts Yielding Upward Promotion Success

References

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