

## Business Coach and Professional Speaker



**LAURA ALLEN**

**Some dates  
still available  
for March 2009!**

### Featured speaker engagements (partial list)

- NIRI (National Investor Relations Institute)
- Merrill Lynch, Women's Professional Network
- Pace University, Alumni Relations Group
- NYU, School of Continuing and Professional Studies
- Columbia University, Alumni Association
- MIT Women's Alumni Group
- "Networking Nights", hosted by Starbucks and The New York Times
- Brooklyn Chamber of Commerce

### Keynote Addresses

- NYWICI (New York Women in Communications International)
- Do Something! Annual Member Training Bootcamp

**Interviewed by Women for Hire CEO Tory Johnson  
on the ABC News Program, "HomeWork"**

Co-creator of the 15SecondPitch and 15secondpitch.com in 2002, Laura has been featured in Adweek, The Financial Times, Crain's New York Business and The Wall Street Journal, as well as TimeOut New York and The New York Enterprise Report. She has been interviewed by Women for Hire CEO Tory Johnson on the ABC News Program, "HomeWork", and her 15SecondPitch has been dubbed one of the "companies that can help you make something happen" by internationally renowned marketing guru Seth Godin.

Laura holds a degree in Media Studies from the New School and was the first director of marketing at Cheetahmail.com. She has more

than 10 years of experience in book publishing, advertising, online and email marketing and sales.

Headquartered in New York City, Laura works with private clients, is a sought-after lecturer and hosts workshops and networking events.

### TOPICS INCLUDE:

- Creating the Perfect 15SecondPitch
- Getting a Job with Your 15SecondPitch
- Networking with Your 15SecondPitch
- The Power of the Third Party Pitch
- Pitching your Organization

"As a business person, selling yourself is one of the most difficult things to do, but it can become second nature with the right tools and techniques. As the co-creator of the 15SecondPitch, I'm passionate about helping people create cohesive personal marketing strategies that excite and inspire them to achieve their personal and professional dreams."

**- Laura Allen**