



## Dorie Clark

**Former U.S Presidential campaign  
spokeswoman, marketing strategy consultant,  
personal branding expert**

Ranked among the Top 50 world's most influential management and business thinkers on the 2021 Thinkers50 list, Dorie Clark is a self-reinvention and branding expert, showing others how to take control of their professional lives and make an impact on the world.

## Dorie's biography

### Dorie Clark's background

A former [journalist](#) Clark knows all about re-invention and her book "Reinventing You Define your Brand, Imagine your Future" is a step by step guide to reinventing yourself professionally. The book recognizes that people are no longer going to have just one career and Dorie herself has been a Presidential Campaign spokesperson, run a nonprofit and made a documentary film. She now runs her own marketing strategy [consultancy](#).

She understands that we all need to develop a compelling personal brand and her talks are designed to help professionals understand how they can identify their unique value and contribute effectively in a changing work [environment](#). She is particularly sought out by organizations facing change. Clients have included Google, Microsoft, Fidelity, Morgan Stanley, and the World Bank.

She is a frequent contributor to the Harvard Business Review and Forbes and has been a guest lecturer at many prestigious institutions including Harvard Business School, Stanford University's Graduate School of Business, the Wharton School of Business, and the MIT Sloan School of Management. She has been on Huffington Posts 100 Must Follow on Twitter list for the past 2 years and on the #Nifty50 list of top women on Twitter.

She is adjunct professor of business administration at Duke University's Fuqua School of Business she has also taught marketing and communications at Tufts University, Suffolk University, Emerson College, HEC-Paris, Babson College, the University of North Carolina's Kenan-Flagler School of Business, and Smith College Executive [Education](#).

She was a clever teenager and entered Mary Baldwin College's Program for the Exceptionally Gifted at 14. At 18, she graduated Phi Beta Kappa from Smith College, and two years later received a Master of Theological Studies from Harvard Divinity School.

- [Author](#) of “Reinventing You – Define your Brand, Imagine your Future” (2013)
- On Huffington Post’s ‘100 Must Follow on Twitter’ list in both 2013 and 2014
- Former U.S. presidential campaign spokeswoman

## **Dorie's talks**

- **How to get people to remember you**
- **Building your reputation**
- **Communicating your brand**
- **Personal branding**

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