

Elevator Pitch Workshop: *The Power of Personal Branding*

Amber Olah, *MPLX*

Emma Kirschler, *Williams*

Jill McMillan-Melott, *Tailwater Capital*

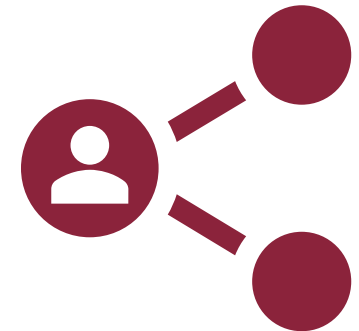
What is personal branding?

- Definition:
 - Personal branding refers to intentionally shaping and managing your professional identity.
 - It's about showcasing your unique skills, values, and expertise.
- Why It Matters:
 - For Professionals:
 - Enhances career prospects.
 - Establishes authority in your field.
 - Opens networking opportunities.
 - First Impressions: Personal branding shapes how others perceive you.
 - Career Opportunities: A strong personal brand opens doors.
 - Trust and Credibility: It builds trust with colleagues, clients and employers.
 - For Industries:
 - Employees' personal brands reflect the industry.
 - Strong employee brands contribute to the industry's reputation.
 - Amplifies industry messaging and visibility.



Aligning Personal Brand with Industry Goals

- Positive Impact on the Industry:
 - Discuss the symbiotic relationship:
 - When employees succeed, the industry benefits.
 - Personal brand alignment reinforces industry values.
 - Industry members become brand ambassadors.
 - Examples:
 - Share real-world success stories:
 - An engineer actively promoting the company's sustainability initiatives.
 - A salesperson showcasing customer success stories.
 - A CEO advocating for diversity and inclusion.
- Industry Messaging
 - Consistent brand voice: Align with industry values.
 - Key messages: What does the industry want to communicate?
 - Storytelling: Use narratives to engage the audience.



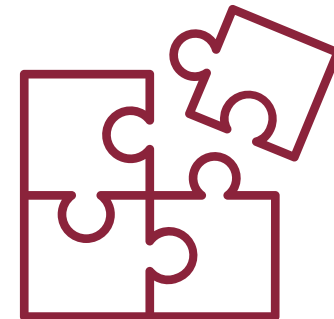
Ideas to Get You Started

- Look for opportunities to take photos/videos that will resonate with your audience
- What do you do for your industry?
- Why do you work for your industry?
- Showcase the company, the industry and the culture
- Share posts from the company, executives and colleagues; add perspective.



Creating an Elevator Pitch

- Compelling personal introduction
 - Who are you?
 - What do you do?
 - What makes you unique?
 - Why should they care?
- Formula: [hook] + [your role] + [your strengths] + [your impact] + [your why]
- Make it memorable:
 - Start with a hook
 - Tell an anecdote
 - Keep it conversational
 - Use metaphors
 - Show – don't just tell – the why
 - Leave room for curiosity or connection



Our Elevator Pitches

Elevator Pitch: Emma Kirschler

Curiosity, Clarity and Career Growth

MY HOOK

I didn't plan to work in energy – I just kept asking good questions.

I started in journalism, chasing stories and interviewing people saying something worth sharing.

MY STRENGTHS

That same curiosity led me to conversations with people in industries I knew nothing about.

What I discovered?
Great communication is the constant – and it's what I do best.

MY ROLE

Over the last decade, I've moved from journalism to public affairs to outreach to corporate communications – building a career on translating the technical into the tangible.

MY IMPACT

I help engineers sound human, executives sound inspiring and complex topics make sense – online, in interviews and on stage.

MY WHY

My brand is built on connection, clarity and purpose.

Because at the end of the day, good communication is human, relevant and meaningful – and it leaves a lasting impression.

Elevator Pitch: Amber Olah

Connections, Engagement and Influence

MY HOOK

I'm a strategic communications partner who thrives on storytelling and business impact. With a passion for shaping narratives that resonate.

MY STRENGTHS

I excel at building meaningful connections, empowering leaders and teams and managing brand presence.

MY ROLE

I help leaders and teams connect with purpose, elevate their voice and drive meaningful engagement across audiences.

MY IMPACT

I drive strategic messaging that strengthens brand reputation, fosters trust with stakeholders, and elevates the company's influence, visibility and credibility within its industry.

MY WHY

My brand is built on connections. True connection is the foundation of clarity, trust, and transformation – because communication is the heartbeat that brings it all to life.

Elevator Pitch: Jill McMillan-Melott

Strategic, Influential and Transformative

MY HOOK

I am a forward-thinking communications and strategy executive with a proven record of shaping corporate narratives, advising executives, and driving growth through strategic relations, investor relations and public affairs.

MY STRENGTHS

- Corporate & financial strategy (M&A, IPOs, investor relations)
- Public affairs, ESG, crisis management
- Brand development and executive visibility
- Strategic advisor & mentor to senior leadership
- Building high-performing teams

MY ROLE

I help leaders and teams tell their story, engage stakeholders, and drive alignment through purposeful communication.

MY IMPACT

I help companies in energy and private equity build trust, strengthen reputation, and create long-term value through transformative communication.

MY WHY

I'm passionate about shaping clear, authentic narratives that align purpose with performance—whether that means guiding an internal transformation or elevating investor confidence. I believe powerful communications build trust, attract opportunity create long-term value.

Your Elevator Pitch

Formula: [hook] + [your role] + [your strengths] + [your impact] + [your why]

MY HOOK	MY STRENGTHS	MY ROLE	MY IMPACT	MY WHY

Thank you!

Emma Kirschler
Senior Communications Specialist
Williams
emma.curtis@williams.com

Amber Olah
Communications Business Partner
Marathon Petroleum
aolah@marathonpetroleum.com

Jill McMillan-Melott
Managing Director,
Communications & Public
Affairs
Tailwater Capital
jmcmillan@tailwatercapital.com