

# ROD IN "THE MEDIA"

## Published Author

The internet and global economic pressures have created a unique modern-day obstacle that must be overcome by job seekers and talent seekers alike. In his powerful new book "Win The Race for 21st Century Jobs," Rod makes the case for a radical new approach for finding jobs and finding talent - all based on principles of sound networking, establishing a strong value proposition, and directing all career activities in the same way a CEO runs a company.



## Radio Personality

Broadcast live from the campus of Rider University (and sponsored by Rider University), Rod hosts a Sunday morning talk radio program "Your Career is Calling." Callers pose questions about career management, the job search, networking, and hundreds of other topics for Rod and co-host Frank Kovacs. Tune in every Sunday at 8:00 AM to hear Rod and Frank guide callers through a sensible 21st century approach to career management. **WRRC 107.7 FM TheBronx.**

## TV Personality

WABC-TV news anchor Joe Torres interviews Rod on his weekly program "Tiempo". Topics include networking, personal branding, the interview, resumes, and adopting the "CEO of ME, Inc." mind set. Engaging and lively, Joe and Rod probe the magic of Rod's message, a message that projects genuine optimism for the 21st century job seeker ... all with an up-close and personal style. And just what is that magic? Run your career as a business!



## Internet Personality

If ever there was an environment custom-made for a titan of networking, the Internet's social mediasphere is clearly it. Web sites such as LinkedIn, Facebook, Twitter, and YouTube are not only natural connection venues for job-seekers, they've also become a valuable resource for companies seeking to find highly qualified talent. As a result, social media sites are now both a natural workplace and a "connection laboratory" for Rod Colón.

# ALL ABOUT ROD COLÓN

## Professional Background

Founder & CEO at Empowering Today's Professionals (ETP)  
Moderator / Facilitator at ExecuNet  
Adjunct Professor at Georgian Court University  
Vice President at Bankers Trust  
Human Resources at JP Morgan

## What They're Saying About Rod

"Rod brings new life and creativity to networking. His positioning that everyone needs to view themselves as CEO of ME, Inc. truly differentiates him on how he coaches people for success in finding their next position/career, and more importantly coaching people for success for their entire lives." - Mike

"Without a doubt, the concepts and skills Rod teaches are valuable both from a current and long-term career perspective. In fact, I firmly believe these same principles and skills are relevant to one's personal life. Rod is someone I recommend as a resource when considering career directions." - David

"Rod is an outstanding professional and a top-notch public speaker who is as passionate as he is skilled at networking and career coaching." - Debra

"I have had the honor to work with Rod over the course of the last three years while with the NJ Chapter of NSHMB. Rod has been a personal mentor for me and has been an advocate and partner for the chapter. Rod has volunteered his time and knowledge as a regular guest at NSHMB NJ events serving as moderator, panelist and/or Keynote on various topics of conversation. I highly recommend Rod as a career coach or as a speaker, panelist for your events." - Miguel  
\* National Society for Hispanic MBAs

## ROD COLÓN CONSULTING

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