



Sahar Andrade

S P E A K E R — M A R K E T I N G / S O C I A L M E D I A & D I V E R S I T Y

MOST POPULAR PRESENTATIONS:

- Leadership skills & Team building.
- Diversity and its relationship with Marketing
- Diversity & Inclusion
- Religion in the Workplace
- Effective Communications
- Diversity & Business Etiquettes
- Culture Competence in Healthcare
- Generational Gap
- Social media 101
- Twitter 101
- LinkedIn 101
- Self Branding online
- Social media networks channels & how to use them.
- Social Media and Corporate Wellness program
- Social Media and recruiting

Sahar helps businesses increase their revenues by properly engaging their employees through Diversity Training, and engaging their customers through Social Media.

Sahar's BIO

Sahar started her public speaking in 1991, traveling through the United States marketing a destination product to different audiences. She continued with her public speaking as a part of her work in the different positions she held, she is a Toastmasters. She enjoys connecting with her audience and always adds a personal twist of her own sense of humor.

Sahar has delivered presentations and speeches in the Middle East, Europe and the United States to corporations, associations, educational and Healthcare institutions, and facilitated different workshops and seminars on topics such as "Social Marketing", "Effect of Cultural diversity on Business", "Self Branding", "Cultural Awareness in the workplace", and "Effect Cross-Cultures on Marketing" "Influence of Diversity on global Marketing", "Leadership skills & Team building cross-culturally" "Impact of Religion in the Workplace". Her audiences are motivated as they learn how they can shift their perception on their life and work. Also important is the work she does educating colleges, organizations, their employees, on how important is online self-marketing and self-branding in the new millennium, and how to properly apply diversity management.

She presents "Diversity Speeches & Workshops" and is a Cultural specialist having lived, being educated, worked and conducted business in different continents and parts of the world. Being multi-lingual (Arabic, English, French, Spanish, and Hebrew) helped her cross different cultural barriers and gave her International business experience.

Sahar recent and upcoming speeches:

- Will speak at the "W Conference" Winni[eg, Canada—May 2011
- Is facilitating a "Leadership 101" workshop for BNLA- City of Burbak- Jan 2011
- Will speak at the "Pediatric Cancer Research Foundation: at the Xmas luncheon.
- Panel Member at the "Diversity & Inclusion" Conference October 2010 "Impact of Religion in the Workplace"
- 1100AM KFNX News radio Interviews: "Impact of Generational Gaps in Project Management" October 2010, "Diversity & Its relationship to Marketing" July 2010, "Leadership in cross-cultural environment" May 2010.
- Jobing.com P.O.W.E.R. recruiters meeting: "Social media, the branding side"; May 2010
- 1100AM KFNX News radio: "Leadership in cross cultural environments": May 2010
- City of West Hollywood 4th Annual Women Leadership Conference, a workshop about "Leadership skills & Team Building" April 2010, City of West Hollywood 3rd Annual Women Leadership Conference, March 2009
- She was also a guest on BlogTalkRadio: on "How Cultural Diversity affects Market ing" as an interview on "Herstartup" program.
- Gave a presentation at LAAMA about social media 101
- Executed a seminar about "Online self branding" sponsored by NOW (National Organization of Women & NCJW (National Council of Jewish Women)



- Gave a presentation at LAAMA Christmas lunch about social-media and Twitter usage
- Preparing a presentation for LAWA (Los Angeles World of Airports) about Marketing



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PARTIAL LIST OF PAST & PRESENT CLIENTS:

- NOW (National organization of Women)
- Women Leadership Conference (City of West Hollywood)
- LAAMA (Los Angeles Airline Managers Ass.)
- AWN (Aspiring Women Now)
- Gulf Air
- W Conference
- Nakheel Travel group—Dubai
- City of Burbank
- Jobing.com
- HOOP Foundation
- IEP (International Events Planners)
- The Travel Group
- N.I.C.E. Corp.
- Past clients are 500 fortune companies in the EMEA.



Testimonials:

"Thank you so much for participating in the WLC on Saturday. I poked my head in for a couple minutes, but heard RAVE reviews about your session. People LOVED you!

I'm so glad that you were able to get involved and meet new people. I'm even happier to have you as a member of our Chapter - thanks for your hard work & dedication to empowering women!
Lindsey Horvath - Interim President for NOW (National Organization Of Women): Hollywood Chapter & Councilwoman at the City of West Hollywood"

"Highly recommend Sahar who is great communicator, professional positive energy and has bright outlook on life. Steve Alexis, President , Mexico Real Estate Advisors January 14, 2010

"Sahar knows her stuff as a social media consultant. She is knowledgeable and patient as she works with clients through understanding social media. I strongly recommend her to anyone. Thanks Lyabo Asani www.Coachlyabo.com" December 28, 2009 - Lyabo Asani - Career Coach

"Sahar is very professional and has performed excellent consulting and speaking services for our organization Los Angeles Airline Managers Association. She has thorough knowledge of Social Media. I would recommend Sahar to any person or company considering retaining her services.
Wally Sumner President The Travel Group Inc." January 27, 2010

"Sahar and I formed a natural partnership when we discovered many shared goals, both professional and personal. I am impressed by her vast experience in the global market, her deep understanding of Diversity Awareness and its value to the workforce, as well as her intelligence about social networking." September 10, 2009
Wendy E. Goldman President , GeroBiz

"When I think of how to describe Sahar, the most relevant word is "Powerhouse". She is a wealth of knowledge for anyone seeking marketing guidance; her cultural diversity expertise is vast; she is one of the most engaging public speakers across multiple topics I have seen; and she's genuine - which could be the most important attribute. While working with Sahar I've found her to be personable, practical and reliable. I recommend her work without hesitation!" August 31, 2009
Andrea Tyndale: Principal at Aspiring Women Now

"Sahar is the utmost professional! She is intelligent, dynamic and has great energy. Incredibly smart and worldly she is a generator of ideas and mastermind at successful implementation. Her creativity in business is unparalleled and she is definitely the fuel for any company she works with." July 25, 2009
Jennifer Pastorini, Regional Director , AOL Venture



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