



# **CRAFTING A PROFESSIONAL BIO**

## **A TEMPLATE AND SAMPLES**



## CRAFTING YOUR PROFESSIONAL BIO

We suggest using this template as a starting point to shape a professional bio. This is an easy way to showcase your professional work experience and expertise in a specific industry. The bio templates are ideal for personal websites, speaker/guest bios, and LinkedIn profiles. Fill in the blanks and replace the text in parenthesis to apply it to yourself. Attached to this document you will find four sample bios.

### PROFESSIONAL BIO TEMPLATE

(Name) is a (your profession or title) with expertise in (your business niche/s) \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. In the past \_\_\_ years, she has worked with (or focused on) \_\_\_\_\_ within the \_\_\_\_\_ industry (or industries). Some typical clients (or projects) include (name or type of company(s) – optional) \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

(Name) has a (degree/certification/designation) from (name of institution – optional). (Add all application certifications to this list)

She is the recipient of \_\_\_\_\_ (title(s) of award(s)). She is an active member of (name the organizations) \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ and has sat on the board/committee/ volunteered with \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.

Her work has been published in \_\_\_\_\_ and is a regular guest on \_\_\_\_\_ (radio or TV or internet broadcast).

(Name) lives in \_\_\_\_\_ with \_\_\_\_\_. When not working, (name) \_\_\_\_\_ likes to \_\_\_\_\_. (Add a personality trait if appropriate).

SEE 4 SAMPLE BIOS BELOW.

## **Diane Edwards, B.A., CMP, PRP**

### *Associate Consultant*

Diane Edwards is a Senior Consultant with ABC Corporation in Ottawa. Her varied career includes recruiting; career transition counseling; business development; training program management, development and delivery; the management of multi-functional work teams; and customer service.

For almost 10 years Diane guided the careers of many independent contractors, helping them with career transitions to self-employment especially in the public sector. Diane has developed an exceptional background in people and project management and a professional style based on excellent inter-personal communications and an ability to make the best possible use of her personal network.

Diane has a Bachelor of Arts Degree from Carleton University in English and Art History and has her Certified Management Professional and Registered Professional Recruiter designations from the Institute of Professional Management. Diane is listed in the 2000 edition of International Who's Who of Professionals and the winner of the Chamber of Commerce Business Excellence Award for Customer Service in 2002. She sits on the Management and Marketing Advisory Board of Algonquin College. In the past, she has held positions on the Board of Directors of the Nepean Chamber of Commerce, the Association for Services Management International, Canadian Telecommunications Consultants Association, and Business Networks Internationals. She is Vice-Chair of the Ottawa Chapter of the Canadian Professional Sales Association and is active in the Ottawa Centre for Research and Innovation (OCRI).

## **Barb Smith**

*Founder, XYZ Company*

Barb has spent a lifetime acquiring experience around passionate and purposeful people strategy, cumulating in the launch of XYZ Company. Exposure to various business cultures and widely divergent professionals ensures her comfort level in working for a wide variety of organizations. After eight years of executive management, Barb followed her passion for cultivating talent and joined one of the largest executive search firms in the world where she excelled at placing CEO, COO, CTO, CMO and Director level talent. After five years as an award winning recruiter, Barb chose to be more involved in the vision and direction of recruitment efforts and accepted a role heading up the national strategy for a not-for-profit insurance company supporting the Children's Miracle Network.

Barb has substantive executive experience – managing service and operations for a rapid growth firm across the United States. She was Director of Operations and Service for a Financial Services Firm with 15 national offices and ranked as one of the top 200 privately held, fastest growing companies in the US for five consecutive years.

After meeting her husband, Barb moved to Canada and became a joint partner in his consulting firm. As a consultant in professional services for various sizes and types of enterprises from entrepreneurial to Fortune 100 firms, Barb enhanced her experience by designing, coaching to and delivering leadership and sales excellence programs in the US and Canada. Barb is uniquely positioned to impact organizations' productivity and long term success, with her powerful vision of bringing purpose into the people equation to promote healthy, productive and meaningful work cultures.

## **Susie Queue**

### *Sales & Marketing*

Susie Queue is a seasoned sales and marketing professional with over seven years experience in multiple industries. Ms. Queue's experience includes selling to both the private and public sector, which offers a unique understanding of the complex Ottawa marketplace.

Through her experience and education, Ms. Queue has developed a keen sense of marketing and sales expertise. She has had the opportunity to participate in a variety of sales training courses, workshops and seminars that has allowed for a broad resource base on which to build her career.

Ms. Queue continues to build a strong contact network through local memberships in the Women's Executive Network, OCRI (Ottawa Council for Research and Innovation) and the Greater Ottawa Chamber of Commerce, among others.

Ms. Queue has an Honours, Bachelor of Arts degree from Sir Wilfrid Laurier University, with majors in Political Science and Canadian Studies.

## **John Smith**

*President and CEO, ABC Company*

John Smith joined ABC Company in January 2000, and has been instrumental in positioning ABC Company as a leader in the talent management market. Under John's leadership, ABC Company has achieved consistent revenue growth, quarter over quarter, and has built a roster of nearly 1000 customers worldwide. He is a frequent speaker and author on talent and performance management trends, issues and success strategies. John has spoken at industry conferences for leading organizations such as NYSAE and IHRIM, and published articles in numerous HR publications.

John has been recognized for his leadership and accomplishments, winning a "Top Forty under 40" award from Ottawa Business Journal in 2007. Prior to joining ABC Company, John was founder and president of ABC Consulting. The company was named one of Canada's 100 Fastest Growing Companies by Profit Magazine and was recognized as an "Up and Comer" by the Globe and Mail's Report on Business. It was acquired by Another Company in 1999.

John holds a Bachelor of Computer Science, with Distinction, from the Technical University of Nova Scotia.

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