

Getting to the Top

Becoming a Successful Executive in Marketing and Sales Careers

By Kathryn Ullrich

What do Stanford, Harvard, UCLA and London business schools have in common? They all turn to Kathryn Ullrich to speak with alumni about career development.

Each year in the US there are over 800,000 ambitious individuals taking GMAT business school admissions exams and 140,000 newly minted MBAs.

But once these success-minded individuals land jobs, how do they master skills to ascend in their careers to fulfill their highest ambitions?

Getting To The Top caters to mid-career business professionals. It relates the success stories of executives' progressions to Vice President in fields of Marketing and Sales – and discusses the skills and traits to emulate their rise up the corporate ladder.

Author Kathryn Ullrich runs the **Getting To The Top** career development program at Stanford GSB and UCLA Anderson business schools:

- 1200 attendees with 98% superior reviews
- 100 senior executives interviewed
- 19 programs, 3 years -- and continuing
- Expanding to Harvard and London b-schools in 2009

Those sharing keys to success include executives from Adobe, Cisco, Clorox, Countrywide, eBay, IBM, Oracle, State Farm, Williams-Sonoma, Symantec, Yahoo, and Xerox.



ABOUT THE AUTHOR

Kathryn Ullrich is a dynamic business professional with a passion for career development. Her background includes:

- 10 years executive search with her own firm and Russell Reynolds Associates – interviewing thousands of executives
- 12 years in Corporate America with Siebel, Accenture, GTE, and Motorola
- Clients include AT&T, Frito-Lay, Microsoft, PWC, SAP and Silicon Valley start-ups
- MBA with top honors from UCLA Anderson
- BSEE, *cum laude*, from University of Michigan
- Founder/President of non-profit focused on women's career development
- Previous alumni board member at Michigan and UCLA, and MBA alumni class president
- Mom to Jason and Jack

Getting To The Top gives advice specifically tailored for marketing and sales careers:

- marketing communications
- product marketing and brand management
- public relations and corporate communications
- strategic alliances and channels
- sales
- business development
- corporate development

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THE AUTHOR'S PLATFORM

- 18,000 executives in database
- 4,500 e-newsletter subscribers
- 2,700 monthly website hits
- 1,200 attendees at 19 Getting to the Top programs at Stanford and UCLA business schools – regularly reaching close to 60,000 alumni
- 1,000 person mailing list
- 60+ career presentations to audiences of 40-200
- Trained media spokesperson with quotes in *US Today*, *WSJ CareerJournal.com*, *San Jose Mercury News* and more
- TV interviews for TechTV and local cable

MARKETING

Getting to the Top is a well-known brand with Stanford and UCLA business school alumni. The author will actively continue building the **Getting to the Top** brand in marketing the book:

- 90 day launch plan with direct marketing to database, connections and 60,000 Stanford and UCLA alumni
- Getting to the Top expanded to Top 30 business schools with city tour around US and Europe
- Publicist identified to find speaking engagements, radio programs and book signings in major cities for book tour and additional print and on-line media opportunities
- Additional corporate, university and non-profit speaking engagements through connections

PRODUCT PLANS

Getting to the Top is first in a series:

Getting to the Top -- in Financial Careers
Getting to the Top -- in Consulting
Getting to the Top -- as a COO/General Manager
Getting to the Top -- in Product and Brand Management
and more individual career titles

COMPETITION

There are books on how to be a CEO and leader, like *Education of an Accidental CEO* or *True North*.

There are books to determine a career like *What Color is Your Parachute* or *Do What You Are*.

Books such as *Vault Career Guides* and *The Little Red Book of Selling* teach you how to do marketing and sales.

However, the skills that get you the promotion are not necessarily the skills needed to get ahead. *What Got You Here Won't Get You There* behaviorally talks about these soft skills.

But there are no books about getting ahead specifically in marketing and sales. **Getting to the Top**, the first book of its kind, fills an empty niche.



Getting to The Top

"The Getting to the Top career development program is highly acclaimed. I can hardly wait to read and recommend the forthcoming book."

---Mercy Eyadiel, Director Alumni Career Services
Stanford University Graduate School of Business

"We have 27,000 alumni in the world. Getting to the Top provides the kind of advice our alumni are looking for."

---Liz Mason, Associate Director of Alumni Career Services at
London Business School

"I'm a former VP Marketing and there are not a lot of real world career sources for getting ahead. Getting to the Top shares anecdotes and advice for specific careers."

---Bob Pettit, Director of Alumni Relations
UCLA Anderson School of Management

Getting to the Top

Estimated 200 pages

Easy to read on a cross-country business trip

Categories:

Career Development, Leadership

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