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Exposure

In 2009 alone, Pat was the **guest speaker and facilitator for 30+ workshops on the use of LinkedIn and other social media** as networking tools, and in workshops to hone interviewing and networking skills.

She has been **featured on local TV news stations** 5 times to date in 2009, and has been quoted or published in The Star Tribune and Pioneer Press multiple times.

Expertise

Pat O'Donnell is a frequent **speaker for executives and students** looking to **grow their careers**, whether employed, in transition, or as entrepreneurs.

Because of her extensive knowledge of **business strategy and industry trends**, she has been:

- the guest speaker at countless professional association events
- an elected Board Member of 4 such organizations
- a panelist or speaker at universities for 40+ appearances, particularly at University of St. Thomas Opus School of Business MBA programs.

She is very visible in **whitepapers, newsletter articles, and blog entries** for these organizations.

About Pat O'Donnell

If you look at Pat's resume, it says she was an **award-winning marketing executive** who later became a **career coach and recruiter**. In practice, what she does these days has not changed much in the last 30 years.

Interview & News Topics

- Recognizing The Best Fit For Your Talents
- Presenting Yourself To Meet The Market Demand
- Establishing Yourself As An Expert In Your Industry
- Making Great Career Decisions
- Taking Charge Of Your Own Destiny – Especially Now
- How To Build a Focused Career
- 5 Steps To Getting A Job You Love OR Loving The Job You Have
- How To Stand Out In A Sea Of People Just Like You
- Selling To The Hidden Job Market
- Job Hunting For The Over 40 Crowd
- Is Social Media Relevant To Your Career?
- Networking Skills
- Selling Ideas To Management
- Networking To Raise Money For Charity

Results

- 80% of clients graduate to higher salaries
- 100% of clients report increased job satisfaction
- 92% of clients report increased lifestyle satisfaction
- 90% business from returning clients, referrals, and speaking engagement audiences
- 55% of clients have long term relationship with OES

- She uses the skills that she formerly used to sell soap and cell phones to teach people how to **find the employers most interested in their skills** and how to market themselves to those hiring managers.
- She teaches corporations how to find and engage the employees **most capable of furthering the company mission and vision**.

Milestones

- Providing strategic career advice since '94.
- Successfully recruiting since '94. Recruited marketing, product management, sales, IT, HR, OD, trainers, and writers as market demand evolved.
- Pat now has as many clients who seek her out for coaching while working as those who seek her out while in career transition. *Note that most of her long-term clients first met Pat while in transition and realized that a strategic partnership with her was going to be valuable throughout their entire career life-cycle.*
- Left the McKinley Group, Inc. recruiting firm amicably to go on her own after negotiating for no non-compete constraints.
- Frequent presenter to groups at professional associations and universities on career strategies.

Earlier in her career

- Pat spent 20 years as an executive in the advertising industry career in media/market research, target marketing, and strategic planning. Was VP Saatchi & Saatchi/NY before moving to MN.
- On advertising agency team that made marketing history by growing the Tylenol brand's business in the year following malicious product tampering ('82).
- Won EFFIE (national marketing award from the American Marketing Association) for advertising plan for BVD Underwear. Her recommendations grew the business approximately 20% in the subsequent year ('84) without incremental budget.
- BA Wheaton College, Norton, MA. Student Member of the Board of Directors two years.
- Board Member SMPnet (Sales and Marketing Professionals) 8/09+

