

# Latson Leadership Group.

*Real Leadership. Real Impact. Real Results.*

Speaker Introduction for  
Alesia Latson  
(Pronounced Aleesha Latson)

Everyone has a personal brand. Your ability to manage it effectively will have a positive impact on your career.

For over 20 years, Alesia Latson has worked with hundreds of leaders at all levels to dramatically enhance their personal brands and leadership effectiveness.

Her client list includes companies such as Fidelity Investments, McDonald's, GE, Pfizer, PepsiCo, New Balance, Selective Insurance, and Blue Cross Blue Shield to name a few.

Alesia is also a frequent guest speaker at Babson Executive Education, MIT Sloan School of Business, the University of Michigan's Ross Business School and Simmons School of Management.

You'll soon know why she's described as a "breath of fresh air." She has a unique, empowering take on leadership, and you're about to experience it here. Please join me in welcoming A L E S I A L A T S O N!