

## The Pat Schuler Kick Butt Award

### Self-Nomination for Maureen Farmer

#### **Fearless in creating and innovating within the industry and/or the individual business.**

As the CEO and Founder of Westgate Executive Branding and Career Consulting, Maureen Farmer has built a successful global career consulting and professional branding firm. She demonstrates exceptional coaching skills, branding awareness, and a consistent ability to innovate career management strategies through our satisfied client base and organic expansion of our professional network.

Over the span of one year, she built a corporate product (B2B) serving organizations while continuing the work with our private clients (B2C—using our Career Navigator Program, now in its twelfth year). She created an e-commerce business that will help serve resume writers and career professionals ([WordRightCareer.com](http://WordRightCareer.com)), and she continues to expand our network through our podcast, Get Hired Up! The Podcast for Next Level Executives and Board Nominees <https://westgatecareercoaching.com/podcast/>.

#### **High integrity in communicating with others, customers, peers, colleagues, and on social media.**

Maureen prioritizes her communication with every single community. She is an active member of four professional services associations, she is attending two major conferences in seven months, she has a large following on LinkedIn, where she engages every day with her network, and she helps clients, peers, and colleagues showcase their expertise on her podcast, Get Hired Up!

The podcast serves as a public service for individuals who want to up-level in their careers while building visibility and thought leadership in their respective verticals. To date, we have hosted 40 guests, are streaming on 6+ platforms (including Spotify, Stitcher, and iTunes), and have had over 1100 listeners. Our listeners span over 10 countries and 50 cities. Maureen has recently syndicated the 45<sup>th</sup> episode of the podcast.

Our guests have shared that they feel very comfortable with Maureen (despite some of them never recording a podcast before) and would be happy to return for another episode. We've hosted academics, CEOs, global board advisors, investment bankers, private equity leaders, recruiters, career coaches, and many more. Maureen is determined to give significant thought to the content of each episode and what subjects would enlighten and/or help our audience. Her strategy for the podcast continues to construct a community built on trust and transparency.

#### **Life-long commitment to learning demonstrated through the personal stretch to pursue additional training in new areas.**

One of Maureen's most outstanding qualities is her sense of curiosity. She has a thirst for knowledge and learning in everything that she does. She's constantly recommending a new book, a new podcast, or an article to enlighten others. Maureen has invested the last two years in learning the world of finance in an effort to better serve her clients. Supporting this endeavor

is her membership with the Association for Corporate Growth. Founded in 1954, ACG has grown to more than 15,000 members from corporations, private equity, finance, and professional service firms representing Fortune 1000, FTSE 100, and mid-market companies with 57 chapters in North America alone.

An additional area of expertise is corporate governance and board of directors marketing campaigns. She is a former member of the Institute of Corporate Directors. Maureen works with CEOs and board directors who seek opportunities as independent board directors, board advisors, and board consultants through her board of directors branding practice.

**Focus on giving back through industry contributions such as industry committee participation, mentorship, or article contribution.**

Maureen serves as an Ambassador for the Career Professionals of Canada for which she's been a member since 1009. She is consistently mentoring others with leadership and personal branding advice, and she is active in contributing to articles. Maureen and Westgate have been featured in [5 different articles throughout 2022](#).

Maureen also helps community members who struggle to access the labor market because of multiple barriers, such as racism, marginalized communities (clients with criminal records, for example), and young professionals. She regularly lectures at the Nova Scotia Community College on issues relating to career development.

Over the years, Maureen was an active blogger for Career Directors International. She was additionally recruited by LinkedIn to create original content on career-related topics.

**Maintain active CDI membership.**

Maureen is a long-time member of CDI, having served on the Education Committee during her tenure. She has been a member of CDI for more than 10 years. Maureen attended several CDI conferences and is an avid consumer of CDI-produced content, including audio recordings, webinars, and other CDI assets. She is a "brand ambassador" for CDI for new professionals entering the industry.