



PROFESSIONAL BIO

HYPERBOLE:

Main Stage Speaker. Engaging trainer and facilitator. Tell-it-like-it-is author. The powerhouse resource any organization needs to ensure they have the tools necessary to build (and PROTECT) their BRAND, propel their SALES, skyrocket PRODUCTIVITY and PROFITABILITY, connect with new CUSTOMERS, cultivate valuable RELATIONSHIPS, MARKET in intuitive, inventive new ways of, NETWORK exponentially, and leave their COMPETITORS scrambling to keep up.

RADIO EDIT VERSION:

After a successful 20-year career in corporate marketing and branding, Sima Dahl founded Sway Factory, Inc. to help business professionals build personal brands that mean business. She has shared her revenue-generating Sway Factor™ system for clients from Boston to Budapest including Microsoft, Orbitz, Harley Davidson, Jones Lang LaSalle and associations large and small. Sima's clients say she is the only one that has made business sense out of all the social media madness. Learn how to become the Chief Marketing Officer of BRAND YOU, generate more referrals, and increase your SWAY!

EXTENDED PLAY:

When Sima Dahl graduated from the University of Illinois and started climbing the ladder at a Fortune 500 company she soon learned a hard lesson not often taught in schools – the importance of a strong personal brand and professional network. Throughout her 20-year career in business-to-business marketing and sales she worked hard to develop these invaluable corporate skills. Today she is known as America's Personal Branding Champion and one of the most sought-after thought-leaders in the industry.

In 2008 Sima founded Sway Factory, Inc., a Chicago-based consulting and training firm to help business professionals harness the power of social media to build brands and generate sales. Through her keynotes, corporate training and workshops, Sima has helped thousands of sales teams, business owners, entrepreneurs and career-driven staff develop their personal brand and amplify their digital footprint on LinkedIn and other social platforms.

Sima has shared the Sway Factor™ system, her effective and time-efficient approach to social networking and social selling with clients including Motorola, USG, Jones Lang LaSalle, Mesirow Financial, Orbitz, Cisco, ADP, PepsiCo, United Airlines, Microsoft, Abbott, Society of Financial Services Professionals, United Benefit Advisors, and the Federal Reserve Bank of Chicago.

Prior to hanging out her single shingle Sima was a senior corporate marketer, working for global enterprises and start-ups alike, where she was best known for her ability to wrangle complex business-to-business brands and develop messaging to generate leads. Sima still does this today, but for personal brands that mean business.

Sima is the co-author of two anthologies and regularly writes about personal branding and social selling for the American Marketing Association and similar journals. She has served for more than 12 years on the boards of the American Marketing Association and Business Marketing Association; is Faculty at Lake Forest Graduate School of Management; and is a member of the National Speakers Association where she is on track to earn her Certified Speaking Professional designation in 2016. She earned her BA in Communications from the University of Illinois in Champaign and her MBA in Management with distinction from DePaul University in Chicago.