



**CMMI<sup>®</sup> Institute**

## **Developing Your Personal Brand**

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Showcase your skills  
to get noticed—and  
grow your career



Brand building isn't just for big business. You need your own personal brand to stand out from the crowd.

“The benefit of creating your own brand is to get people to know you as an individual.”

—Ching Lee Yen, CMMI Associate, assistant vice president, CIMB Bank, Berhad, Malaysia



Developing valuable skills and earning professional credentials can help you distinguish yourself from your peers.



“Focus on what you do best and what will make the most positive impact on your career and personal life.”

—Chuck Coveleski, CMMI Associate, senior director of infrastructure, Signature Consulting Group, Washington, D.C., USA





But it takes patience and consistency to build a solid brand.



“ I spent two years getting people to remember me as a process owner.”

—Ching Lee Yen

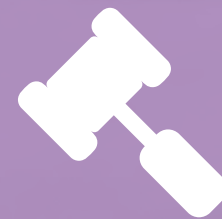


While you may not see immediate results, staying focused will benefit your career in the long term.





Recruiters look for candidates who understand best practices. Thousands of job postings around the globe currently request applicants with CMMI Associate credentials.



“The effort  
and time invested  
to build your  
personal brand  
results in personal  
and professional  
success.”

—Chuck Coveleski



Employers are searching for CMMI Associates! To learn more about how earning your certification can help you build your personal brand, visit:

**[cmminstitute.com/certifications](https://cmminstitute.com/certifications)**



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