



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 s...

Sima Dahl

Speech Topics

- Women in Business
- Technology
- Social Media
- Sales
- Marketing
- Leadership



Testimonials

“Thanks again for another outstanding program! Your ability to engage, entertain and educate our members as great! Feedback from those who attended was high - one member said, “Give her more time to talk - she was the best speaker I’ve heard in years.”

- American Institute of Architects.

“I have twice engaged Sima to deliver keynote presentations - first as the featured speaker at a grand opening celebration and again at a lunch-and-learn event. In short, her performances were phenomenal! Sima took the stage and stated imparting the kind of wisdom that had our 200 guests scribbling notes and nodding with affirmation and mumbling, ‘wow - I hadn’t thought of that!’ Her approach to using digital media to general real, measurable results is refreshing.”

- Lake Forest Graduate School of Management.