



**EBC Professional Development Program:
Accelerate Your Career through Personal Branding and Marketing**

Wednesday, February 22, 2017

Greenberg Traurig | Boston

AGENDA

6:15 p.m. **Welcome**

- Jessica Yeager, Project Engineer, Geosyntec Consultants
Leadership Team, EBC Young Environmental Professionals

6:20 p.m. **Accelerate Your Career through Personal Branding and Marketing**

- Rita Balian Allen, President, Rita B. Allen Associates

7:15 p.m. **Open Discussion**

7:30 p.m. **Adjourn**

About the EBC Young Environmental Professionals

The mission of the EBC Young Environmental Professionals Committee is to identify issues of concern to young (and new) environmental professionals. Issues include but are not limited to career and professional skills development, understanding existing and developing legislation and regulations, and networking. These issues are addressed by providing objective information from up-to-date and reliable sources including EBC member company officials, EBC committee chairs, and experts in skills development.

SPEAKER

Rita Balian Allen, President

Rita B. Allen Associates

460 Totten Pond Road, Suite 110, Waltham, MA 02451

781-890-6803 | rita@ritaballenassociates.com

Rita Balian Allen is the president of Rita B. Allen Associates, a national career management firm specializing in executive coaching, leadership development, management training and career development. She is a lecturer at Boston-area universities, a sought-after speaker and presenter, the author of numerous articles, blogs and the book, "Personal Branding and Marketing Yourself: The Three Ps Marketing Technique as a Guide to Career Empowerment". She is a regular Huffington Post blogger and writes a career management column for Leadership & Management Books. Rita was voted one of the top ten executive coaches by the Boston Women's Business Journal.

Rita brings many years of human resources experience to her practice and has worked with leaders across all industries and professions. Previously, she held roles as Vice President of Marketing and Search Services with Gatti & Associates, and human resource positions with C.R. Bard, Inc., BTU International, and Unitrode Corporation. She holds an MS in Leadership and a BS in Business Administration from Northeastern University; is an Advanced Certified Personal and Executive Coach through the College of Executive Coaching and earned her credentials as a Professional Certified Coach (PCC) through the International Coaching Federation. Rita currently serves on the board of directors of The Boston Club and is a former board member of More Than Words and the Association of Career Professionals International - New England. She is also an active member of other professional associations and organizations.

PROGRAM CHAIR

Jessica Yeager, P.E., Project Engineer

Geosyntec Consultants

1330 Beacon Street, Ste. 317, Brookline, MA 02446

(617) 992-9065 | jyeager@geosyntec.com

At Geosyntec Consultants and my previous consulting experiences, I have managed numerous remediation, brownfields, and MCP sites for public and private clients, including Fortune 100 companies. I have worked on sites in Massachusetts, California, Puerto Rico, Oklahoma, Nebraska, and other states. My work has predominantly revolved around chlorinated solvent sites and vapor intrusion work, with extensive work in brownfields. I received my PE in environmental engineering in 2013. I have an SB in Environmental Engineering from Harvard and an MEng in Environmental Engineering from MIT.