

# *Tozwan Isom*

## MEDIA KIT

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Author   Speaker   Thought Leader



game changer passionate influencer  
STRONG savvy educator vision  
efficient powerful  
intelligent



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*“We must dream beyond our  
capacity to understand our  
promise and potential.”*

**TOWAN ISOM**

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*Towan Isom*

# NOT YOUR AVERAGE CEO

There is only one word to describe Towan Isom—“*powerhouse*”. Towan is a powerhouse business woman, marketing guru and diversity and equality influencer. The President and CEO of Isom Global Strategies (IGS), an award-winning strategic communications, public relations, and digital advertising firm in Washington, DC, Towan has generated more than **\$21 million in business revenue** in the past seven years.

Since starting IGS in her basement 20 years ago, Towan has successfully grown IGS to a stable business. IGS’ clients have included Nike, Comcast Xfinity, the US Marine Corps, the US Army, GlaxoSmithKline, and numerous other Fortune 500 companies and federal government agencies with a combined revenue in the billions.

While running her own company, Towan lectures, trains, and consults for other CEOs, organizational leaders, and small

businesses at every level, whether home-based, micro-sized, or hyper-growth businesses, on how to win and scale their businesses for success in the digital age.

A graduate of the Goldman Sachs 10,000 Small Businesses program, Towan funnels her decades-long experience in corporate consulting, marketing, and public relations. Towan’s company has made the Inc. 5000 list of fastest-growing private companies two years in a row and is expected to place again in 2019. Often referred to as “The Millennial Whisperer,” Towan is the author of the *Managing Millennials Toolkit* and *Chasing Greatness: The Young Professional’s Guide to a Dynamic Life*.



# Types of MEDIA

**Keynotes**

**Workshop**

**Podcast Interview**

**Television Guest Appearances**

*Business, Entrepreneurship, and Millennial*

**Guest Blog**





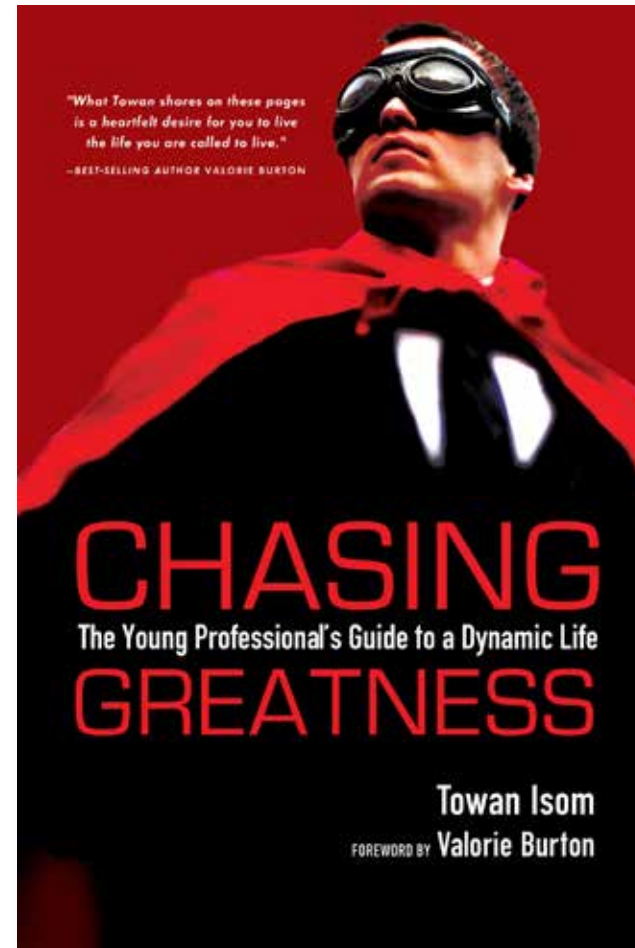
# Services & PROGRAMS

## Chasing Greatness

*Chasing Greatness: The Young Professional's Guide to a Dynamic Life* digs far deeper than mere professional success. In today's society, we are plagued by a lack of character that devastates our nation, states, cities, and homes. However, if we are to reach the pinnacle of greatness, we must resolve to cultivate the individual integrity and actively build leadership qualities. Chasing Greatness works to increase your capacity in your professional, personal, and spiritual attributes, so your life is more intentional.

"If we are going to do anything about the next generation of leaders, we must first look at not who we are creating, but what we are creating."

If we create environments for learning, growth, and self discovery, we can redefine great leadership, differentiate between managers and motivators, and raise up a workforce energized by both capability and capacity.



## Managing Millennials

Get help with millennials now. *Managing Millennials: How to Build an Empire with Millennials* is a toolkit for Managers and C-suite Executives. The future of our country's economy is dependent on Millennial's success in the marketplace. Millennial experts are cropping up everywhere, but very few have grown a business to million dollar revenues with millennials, as Towan has. As CEO of a successful consulting firm with more than 60% millennials. She counsels C-Suite peers on strategies to manage millennials in the workplace. To grow your business, you need to learn how to engage millennials with traditional and non-traditional practices. The Managing Millennials Toolkit offers tips you can immediately implement in your organization to help inspire, guide, and grow millennials. Learn how to identify in the interview phase the short-timers vs. the best Millennials for your organization, navigate different Millennial segments, set expectations that both you and millennials consider achievable, and create a culture program to encourage and knit millennials in your organization for a long-term career.





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The Brand Experience is a dive into what makes a great brand. While the foundation of a basic brand is a combination of quality design and positive or negative media, a great brand can change the community consciousness (think Under Armour), change the culture (think Apple), or change the nation (think President Obama or President Trump). Talk topics include:

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Experience is the 360-degree perspective consumers feel when interacting with the brand, how the consumer engages with the brand in retail, online, and in the media.

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# *Speaking* TOPICS

**Entrepreneurship**

**Women in Leadership**

**Organizational Development**

**Millennial Management**

**Professional Development**

**Marketing Strategy**

**Branding**

**Operations**

**My Top 5 Dos & Don'ts**

**Various Industry Topics**

## **Popular Keynotes**

- The Brand Experience: How to Build an Impactful Brand that Customers Rave About
- Mixed Marketing: How to Create Winning Campaigns Using the Right Physical-Digital Mix
- When, Where, and How to Hire Consultants to Hyper-Grow Your Business
- 9 Lessons for Ambitious Women on Career, Business, and Reaching Your Full Potential
- The Three C's of Business Partnership: How to Build Your Business' Dream Team
- The Anatomy of a Dream: Realizing the Difference between Your Dream, Calling, Purpose and Vision, and Developing the Roadmap to Bring Them to Life



*Click the images above to view each video.*



# Contact INFORMATION

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