

# Mentoring@Purdue

## Building Your Brand: Mentoring for Entrepreneurial Activities



**Join us on Zoom!**

**Meeting ID: 966 6531 0347**

**Passcode: 046465**

Wednesday, April 28, 2021  
Noon – 1:00 p.m. (EDT)



**Lisa Bosman, Ph.D.**

Assistant Professor

Technology Leadership & Innovation  
Purdue Polytechnic Institute



**Nathalie Duval-Couetil, MBA, Ph.D.**

Professor & Associate Director

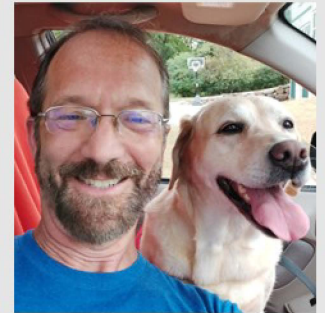
Burton D. Morgan Center for Entrepreneurship  
Purdue University



**Ariel Smith, M.Ed.**

Ph.D. Candidate

American Studies  
Purdue University



**Don Stanley, M.S.**

Professor

Life Sciences Communication  
University of Wisconsin Madison

As graduate students prepare for the workforce, it can be challenging to market themselves for careers in the current environment. This webinar will feature strategies and advice from a panel of experts for having an entrepreneurial mindset and for developing creative and effective ways to build and market one's brand for career opportunities. Please join us for this discussion about mentoring for entrepreneurial activities. .

This free virtual workshop is also open to anyone outside of the Purdue Community.



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## What is M@P?

M@P is a mentoring program designed for women and minority graduate students at Purdue University. M@P aims to improve the quality of graduate education through fostering mentoring relationships between graduate students and faculty or staff members.