

Networking & Personal Branding: The Key to Unlocking Your Treasury Career Success



Catherine Grant-Alston
CEO, Co-Founder



Mike Richards
CEO & Founder



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Catherine Grant-Alston



Catherine Grant-Alston
CEO, Co-Founder
ART Financial Solutions

Catherine, "The Queen Treasurer," is an award-winning executive, entrepreneur, and 3x Amazon #1 best-selling author. As CEO of ART Financial Solutions, LLC, she specializes in financial consulting, strategic planning, and treasury technology. She also co-founded Kingdom Treasures, a brand promoting financial and generational wealth.

With a BS (University of Connecticut), MBA (University of Massachusetts), and an honorary doctorate, Catherine has 20+ years in finance. A former Fortune 300 executive, she led global cash operations, centralizing billions and earning awards like the TMI Innovation & Excellence Award, Alexander Hamilton Award, and FIS Impact Award.

Passionate about financial literacy, she serves on multiple boards, including the Kendall Wyche Foundation and the Treasury Management Association of New York. Her impact has earned her the Presidential Lifetime Achievement Award, ACHI 2021 Orator of the Year, and recognition among the 100 Women of Color. A proud Delta Sigma Theta Sorority, Inc. member, she continues to champion financial empowerment.

Mike Richards



Mike Richards
CEO & Founder
The Treasury Recruitment Company

Established in 2002, The Treasury Recruitment Company are the only truly Global Treasury Recruitment firm in the world.

They recruit at all levels within Corporate Treasury from Treasury Analyst to Treasury Director for multinational corporates, consultancies and a range of financial institutions.

Mike has been recruiting corporate treasury professionals for businesses globally for over 25 years and regularly speaks at Treasury Recruitment conferences such as the New York Cash Exchange, AFP USA Treasurers Conference, and the EuroFinance International Treasurers Conference about;

- Building a Strong Personal Brand
- Attracting & Retaining Top Treasury Talent
- Global Treasury Recruitment Trends



www.TreasuryCareerCorner.com

AN INSIDE LOOK AT TREASURY CAREERS

The Treasury Career Corner Podcast




Tap into the career advice of over 360+ of the world's leading Treasury professionals.


Every week, Mike talks to Treasurers about how they built their careers, where they are now and where they see both themselves and the treasury profession going to next.

Supercharge your career with exclusive insights from the innovators and leaders of the treasury sector.

[Watch intro](#)

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 Apple Podcasts  Spotify  YouTube




with
Mike Richards

All Europe Rest of world UK USA

#361 14 January 2025

Building Resilient Treasury Teams: How to Lead Across Cultures and Industries

In this episode of the Treasury Career Corner Podcast, Garry Murphy, Group VP and Treasury Director at Sodexo, shares his journey from banking to leading global treasury teams. Learn how he fosters trust, leverages technology, and navigates challenges to drive strategic value in treasury.




Garry Murphy

#360 7 January 2025

From Manual to Automated: Practical Lessons for Transforming Treasury Operations with Tim Husnik

In this episode of The Treasury Career Corner, we sit down with Tim Husnik, Senior Treasury Director at Medtronic, to explore his fascinating career journey and the cutting-edge transformations he's brought to treasury operations.




Tim Husnik

#359 31 December 2024

From Luxembourg to Charlotte; Francisco De Barros's Treasury Career Blueprint

Join us for this special revisited episode of the Treasury Career Corner Podcast, as we reconnect with Francisco De Barros now the VP and Treasurer at JELD-WEN about his journey in finance and treasury and we discuss his valuable insights into the industry.



Francisco De Barros

Mike is also a regular blogger and podcaster and runs the very popular Treasury podcast

[TreasuryCareerCorner.com](https://www.TreasuryCareerCorner.com)

On the weekly podcast show, he interviews treasury professionals from across the globe about their treasury careers.

Every week he talks to Treasury professionals about;

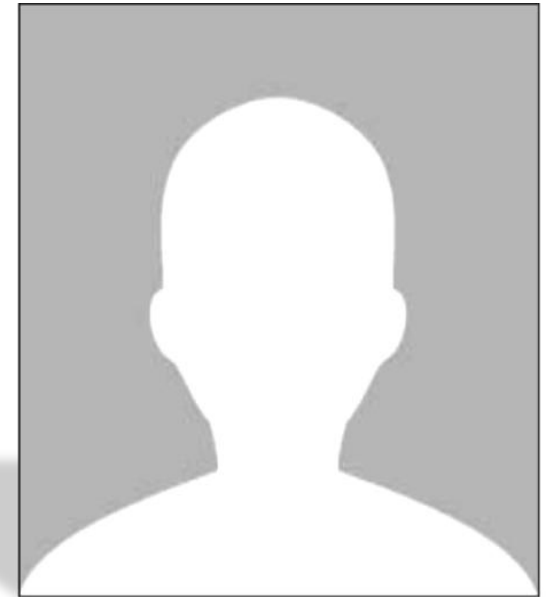
- how they have built their careers
- where they are now
- where they see both themselves and the treasury profession going to next
- their views on key topics relating to the treasury industry as a whole

Mike has also been a guest on a number of external podcasts and publications including: Wall Street Journal, Treasury Today, Open Treasury Podcast, Corporate Treasury 101 Podcast

Why Personal Branding Matters

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- ❖ Your career is **bigger than your job title**
- ❖ **Visibility creates opportunities** (jobs, speaking, networking)
- ❖ **You are the brand** – not your company
- ❖ If you're not visible, **you don't exist in the digital age**



“YOUR BRAND IS WHAT OTHER
PEOPLE SAY ABOUT YOU WHEN
YOU’RE NOT IN THE ROOM”

Jeff Bezos, CEO & Founder, Amazon

My Thoughts...

Jeff Bezos was right BUT it's not just about what they **SAY**...
It's about what people

SAY...

THINK...

BELIEVE...

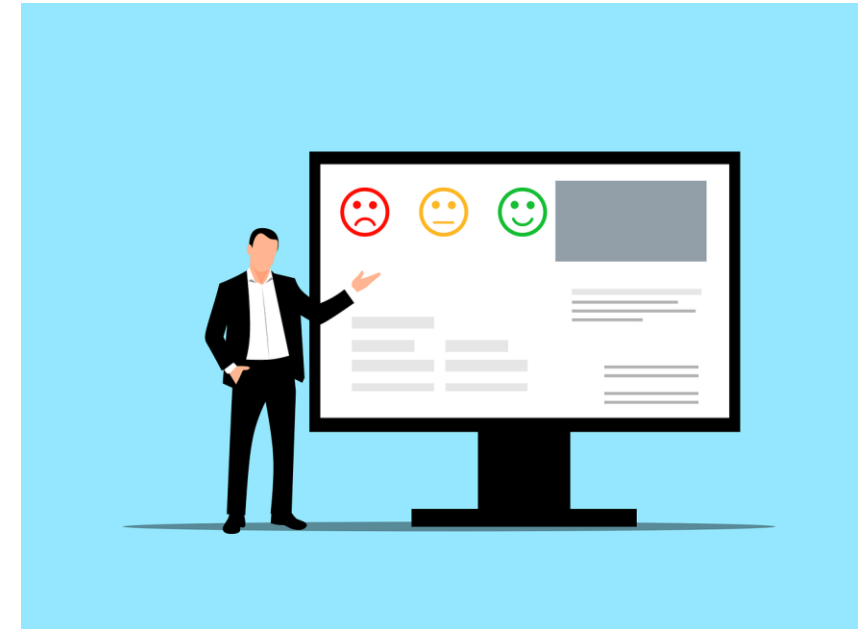
About YOU!

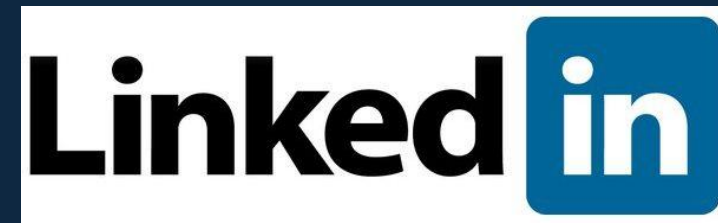
Why Do People Avoid Visibility?

Common Barriers

Why Do People Avoid Visibility? Common Barriers

- ❖ Fear of **appearing boastful**
- ❖ Worry about **company perception** (“Are they looking for a job?”)
- ❖ **Imposter syndrome** (“Am I really an expert?”)
- ❖ Fear of **negative feedback or controversy**
- ❖ Not knowing **what to post or where to start**





**Your 24 / 7 Digital
Business Card**

LinkedIn – Your 24/7 Digital Business Card

- ❖ If you don't have a **photo**, you don't exist!
- ❖ **Your headline should stand out** – not just "Treasury Manager"
- ❖ Make **your about section count** – it's your "*so what?*" statement
- ❖ Engage! Comment, post, and participate in discussions
- ❖ **Biggest mistake:** Treating LinkedIn like an online CV instead of a **brand-building tool**

Don't Have A Photo Like This!

(These are re made photos from some of the worst ones I've seen)

THE SELFIE



THE THINKER



THE JAILBIRD



THE JOKER



THE ARTY POSE



CREEPY ARTY POSE



THE SQUASHED HEAD



THE KIDS PICTURE



**Please do have a photo on your profile
but make it an 'appropriate' photo**



**Friendly, approachable
professional**



**Not the 'Having-a-Laugh'
Beer Photo!**

How Visibility Creates Career Opportunities

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❖ People **can't hire, promote or invite you** if they don't know who you are!

❖ Visibility isn't just about **finding jobs** – it's also about:

- **Speaking engagements**
- **Industry recognition**
- **Thought leadership**
- **Networking & mentorship**



❖ “Raise your hand” moments – volunteering for panels, articles, or discussions

Networking – More Than Just Drinks

Networking – More Than Just Drinks

- ❖ **Networking ≠ Socializing**
- ❖ **Intentional connections lead to career growth**
- ❖ **Proactively connect with peers, recruiters and industry leaders**
- ❖ **Follow-up is key** – don't just collect business cards, nurture relationships
- ❖ Your **NETWORK** is your **NETWORTH**



ANY QUESTIONS?

Hopefully some decent answers!

Key Takeaways

Practical Takeaways for Attendees

- ❖ **Update Your LinkedIn** – Make sure your profile is active and compelling
- ❖ **Keep a Career Log** – Track your accomplishments to use when needed
- ❖ **Engage in Your Industry** – Speak, comment, share, and **be present**

Networking in the Real World!



**Here on this session today,
educating yourselves**

**Follow up with everyone you meet – make
your encounter more meaningful**

NET – WORK - ING

THANK YOU

Remember: Your personal brand is an asset – invest in it!