

Tareaz Pegues

Branding Speaker, Coach & Consultant



SIGNATURE PRESENTATIONS

Offered as Keynote Presentations & Breakout Sessions

WHY ME! WHY MY ORGANIZATION!

Ms. Pegues challenges small business owners and independent sales reps to articulate what makes their business special, and why they matter beyond the products and services they offer. She arms attendees with a plan to build brand advocates and rise to a position of leadership within their target market.

POSITIONING YOURSELF FOR THE C-SUITE

Professionals who can effectively communicate their value and strategically align their personal brand with organizational priorities are destined for the boardroom. Ms. Pegues challenges participants to take inventory of their personal presence, communication style and leadership skills during this interactive session.

PLAYDATES TO POWER LUNCHES

What began as a hobby for a stay-at-home mother has evolved into a growing brand with multiple income streams. From defining their unique selling proposition to striking a healthy work-life balance, Ms. Pegues empowers parents with entrepreneurial endeavors to pursue their passion.

PERSONAL BRANDING FOR GRADS & OTHER JOB SEEKERS

Ms. Pegues helped hundreds of professionals launch new careers at the height of the last economic recession. Drawing from her professional experience, she teaches participants the importance of personal presence, the art of leveraging professional relationships during a job search, and proven interview techniques.



Why Tareaz Pegues! Why Pegues Branding Group, LLC!

Considered a “brilliant storyteller” by clients and colleagues alike, Tareaz Pegues is a dynamic speaker who guides audience members on a journey of self-discovery.

Infused with inspirational messages, relevant anecdotes and proven strategies for success, Ms. Pegues’s presentations call participants to action. She has presented at conferences for The American College of Financial Services, New York Life Insurance Company, State Farm Insurance, University of Miami Hospital and other industry leaders.

Ms. Pegues has a record of achievement conceptualizing and launching initiatives that help exceed sales, new business development, employee engagement, and recruiting and retention objectives. Leveraging experience gained while working in performance-driven roles at UBS Financial Services, SC Johnson and Miami Herald, she launched Pegues Branding Group, LLC in 2001 with the staunch belief that, “Every brand has a story.”

She is a trusted advisor and branding consultant to leadership teams at Fortune 100 firms, small businesses and nonprofits. She has authored hundreds of articles about sales prospecting, new business development, client engagement and branding, for her clients.

Ms. Pegues earned a bachelor’s degree in advertising from the University of Florida. The New Orleans native is a foodie who loves experimenting in the kitchen, alongside her daughters Jordyn and Peyton. She is married to Emmy Award–winning journalist Jeff Pegues, who is a Washington D.C.-based correspondent for CBS News.

Are you ready to engage your team members in an authentic conversation that inspires, motivates and calls them to action? Contact Tareaz Pegues to discuss your specific needs and desired outcome.

“I was amazed to observe some of our more practiced agents and recruiters reach a moment of clarity during Tareaz’s presentation. She led them on a personal journey to truly discover, ‘Why Me! Why My Organization!’”

Corporate Executive

“Thank you, Tareaz! Your insight about the importance of aligning my vision, daily activity and strengths was eye opening. You challenged me to leverage my greatest assets to move my business forward. I appreciate your thought leadership.”

Entrepreneur

“Tareaz helps bring to life the story that so many financial services professionals struggle to tell. Her work is superlative.”

*Chairman’s-Level Insurance Agent
& MDRT Life Member*

“‘Why Me! Why My Organization!’ is a powerful presentation that helped me look at my practice as a brand for the first time during my six-year career.”

Financial Services Industry Recruiter

Tareaz Pegues

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