

## Women in Management HSC Breakfast Workshop with Jane Brust

Associate Senior Vice President, Health Sciences Public Relations and Marketing,  
and Associate Dean of the Keck School of Medicine of USC

### **Creating the Ideal “Elevator” Pitch**

*Putting your best self forward the first time you meet someone.*

You’re on an elevator, at a party or in a business meeting. Someone asks about your work. It’s your chance to start an engaging conversation and represent yourself and your department in the best possible light. An elevator pitch is short – no longer than the average elevator ride. Summarizing your diverse responsibilities into a brief, colorful statement can be a challenge. This workshop will help you create a description that’s personal, authentic and opens the way for others to get to know about you and your work more easily.

Jane Brust serves as the Associate Senior Vice President for USC Health Sciences Public Relations and Marketing and as Associate Dean of the Keck School of Medicine of USC. Jane leads the integrated media relations, communications, marketing, events and web development functions supporting the Keck School of Medicine of USC, the Doctors of USC and the USC University Hospital and USC Norris Cancer Hospital – soon to be renamed the Keck Medical Center of USC. She leads a staff of 26 marketing and public relations professionals. She provides strategic direction and counsel to executive leaders, particularly with regard to marketing and communications strategy.

Jane was recruited to USC in 2006 from her hometown of Houston, Texas. There she worked 17 years at The University of Texas M. D. Anderson Cancer Center as director of communications and 5 years at The University of Texas Health Science Center at Houston as assistant vice president for public affairs.

**DATE/TIME:** Wednesday, October 26 at 8:30 a.m.

**PLACE:** CHP (Center for Health Professions) Conference Room 102  
Health Sciences Campus 1540 Alcazar St., LA, CA 90089

**COST:** No Charge

**RSVP:** <http://www.usc.edu/org/wim/>

**Bring your own breakfast.**

Women in Management (WIM) was formed in 1979 in response to the need for an organization for women in leadership positions at the University of Southern California. Originally composed of about 20 visionary women, WIM now boasts a membership of over 120 women.

<http://www.usc.edu/org/wim/index.html>

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