
WOMEN IN

COMPRESSED AIR / VACUUM / COOLING

MARKETING YOU

Personal Branding & Networking for
Women in Compressed Air, Vacuum & Cooling

WCVC Quarterly Virtual Meeting
July 16, 2025

MISSION STATEMENT

The Women in Compressed Air, Vacuum, and Cooling (WCVC) Networking Group supports women pursuing or considering careers in these industries

We welcome professional across all roles:

- Engineering, marketing, sales, HR, finance, production and more
- Quarterly virtual meetings
- Networking opportunities
- An annual in-person gathering at the Best Practices Expo & Conference

Thank you to all who attended our 2nd Networking Breakfast!



Registration Now Open for our 3rd In-Person Meeting!

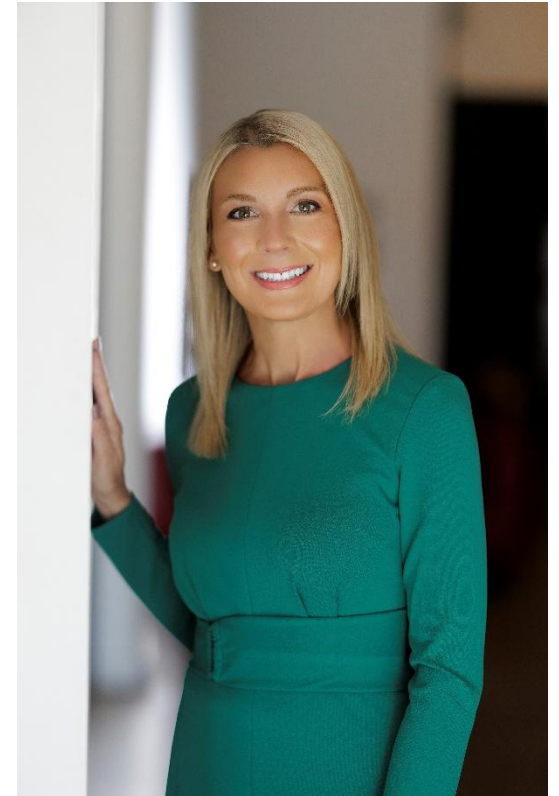
The Women in Compressed Air, Vacuum & Cooling Networking Group Breakfast

Wednesday, October 22nd 7:30-9:00am

Keynote Presentation: “The First, but Not the Last”

Stephanie’s keynote will share insights on leadership and navigating new spaces. From serving as her company’s first expat to Japan to becoming its first-ever Chief Communications Officer, she will discuss leading without a map, building confidence in unfamiliar environments, and using your voice when you’re the only woman in the room. Most importantly, she will highlight how we can use these experiences not just to succeed, but to create space and ensure we’re not the last to walk through the doors we open.

Thanks to our generous sponsors, breakfast is included with conference or expo hall registration.



Sponsored by

HITACHI
Inspire the Next



Keynote Speaker: Stephanie Roberts
Chief Communications Officer, Hitachi
Industrial Equipment Systems Co., Ltd.
(HIES)

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<https://cabpexpo.com/ks-2025/>

BEST PRACTICES
EXPO & CONFERENCE CABPEXPO.COM
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Our Executive Council



Kimberly Hill
Administrator
Sustainability Events
& Operations
Manager,
Best Practices
Magazines & EXPO



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Communications,
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Jennifer Ramirez
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Heather Mitchell
Commercial
Director, IFC Air



Dawn Ryan
Technical Proposal
Manager, Sauer
Compressors USA



Rachel Leins,
C.E.M.
Field Engineer, TRC
Companies

Your LinkedIn Presence = Your Digital First Impression

July 16th, 2025

Jen Ramirez

Your Cheerleader

Your Digital *First* Impression

Your Profile is **Your** Billboard

Ask yourself; does your current profile reflect the direction you want to go, or is it stuck in a season you've already grown out of?

Your profile is often
your *first*
impression before
a coffee chat or
interview

A living resume
meets professional
highlight reel

Reflection:
*Would I connect
with or hire me
based on this?*

Make Your Profile Work For You

Optimize the Essentials



Cover Photo is
prime real estate

Jennifer Ramirez, MBA ✓
I help people & businesses look good, save time & make more money
25+ Yrs Sales & Negotiation | Digital Marketer | M&A | Entrepreneur |
Expat Experience | Co-Chair Women in Compressed Air Vacuum &
Cooling
Charlotte Metro · [Contact info](#)
1,044 followers · 500+ connections

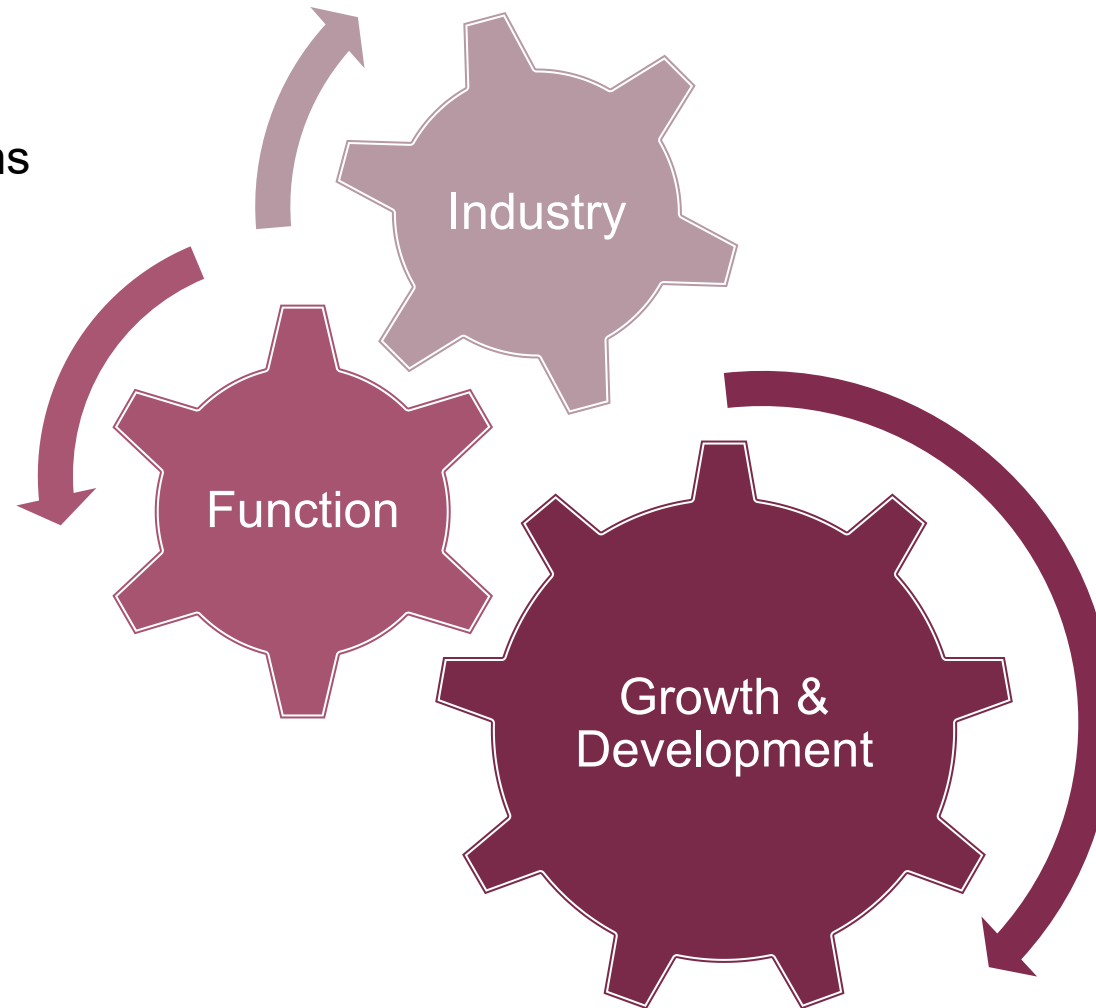
Clickable URL for your blog, to
download your formal resume or to
schedule time with you*

- Open to
- Add profile section
- Book an appointment
- Resources

Join the *Right* Conversations

Tips on How to Build a Network that Works for you

LinkedIn Groups are like breakout rooms for your interests. You don't just want more connections – you want the *right* ones.



Grow Your Network with *Intention*

“It’s Not About Having the Most Connections – It’s Who You Engage With”

- Connect with people in roles you admire or companies you’re targeting.
- Always personalize connection requests – even just a line or two.
- Stay visible: comment on posts, reshare with insights, and post your own occasionally.



Build Your Brand Like a Pro (*even if you're not one yet*)

Your Brand = What People Say About You When You're Not in the Room

- Share what you're learning, working on, or passionate about
- Show up consistently – post once a month (*once a week if you're ambitious*)
- Use a mix of posts:
 - Personal wins or lessons – *people relate to a good story*
 - Behind the scenes or event photos – *bonus points for videos!*
 - **Ask for advice from your network!**



Thanks for Joining!
I can't wait to see you grow!

BREAKOUT ROOMS: LET'S CONNECT!

Reflect. Share. Learn.

We'll now move into small groups to continue the conversation



- Discuss the key takeaway from today's talk
- Introduce yourself and your role
- “What's one thing you're working on with your personal brand?”
- Time: 25-30 minutes
- You'll be automatically assigned to a group

Thank you for attending!

We need YOU!

Please take the **survey** at the end of the meeting.

Do you have an idea for an upcoming virtual meeting or want to be a part of the Executive Council?

Please contact Kimberly at kimberly@airbestpractices.com

Stay tuned for details on our next virtual meeting!

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