

Polly Pearson's Story

Polly Pearson attended college right after high school. This was not only the norm in her circles and the expectations of her parents, but her desire as well. She knew from the start that she wanted to major in Communications and work in advertising, Public Relations or broadcast media journalism. Due to circumstances in Polly's life, she ended up attending three colleges in four years, with two being continuing education programs. As challenging as that may have been, Polly graduated with honors. As soon as she graduated from college she got a job in advertising and two short years later began working in the Public Relations (PR) field.

Today Polly is still working in the communications field and able to contribute in all three of her passions; advertising, PR and broadcast journalism. She has had an incredible journey throughout her career. She has been employed at the same company for nearly eighteen years in various roles. She currently holds the position of Vice President of Employment Brand and Strategy Engagement for EMC. This means she conducts the PR for the company as a great place to work and oversees branding advertising to the talent market. She also has a radio show and conducts video interviews for broadcast on a company-internal network.

Polly loves a challenge and reaching the finish line of success. One of the positions she held at EMC, was overseeing the Investor Relations department. During this time the company became the highest performing stock of a decade on the New York Stock Exchange (NYSE). She had the honor to be on the bridge at the NYSE with EMC's, Chief Executive Officer to ring in the new millennium. And if that wasn't enough, the company's stock price went up nearly 90,000 percent during her tenure (a decade) in the Investor's Relations department.

When asked if she set goals to accomplish all of this in her life, she specifically remembers a goal of wanting a Vice President role. She said, "Once I had the courage to state the goal out loud and share it with others who could help make it happen, it did." Polly believes that by stating goals out loud helps build confidence and conviction. This has certainly worked well for her over the years.

There are essentials to career climbing such as a good work ethic, having a winning attitude and climbing the necessary ladders and rungs required to reach your individual goals. One career essential Polly believes is important is "If you're a woman, don't hide it" I take that to mean you should be proud to be a woman and not try to down play it in an effort to fit in with your male counter parts. In addition, although women may have unique challenges in the work force and gender issues to deal with from time to time, being a woman in a male oriented business world can be advantageous simply because most men like women by nature. She says you don't have to be a sexy woman or flirtatious, just be a smart woman that builds relationships, gets the job done, looks good, portrays confidence and makes people feel valued. And be sure to love what you do!

More of Polly Pearson's story may be featured in the Pink Ladder's Book in the near future. In the meantime, visit Polly's blog at <http://www.pollypearson.com/>