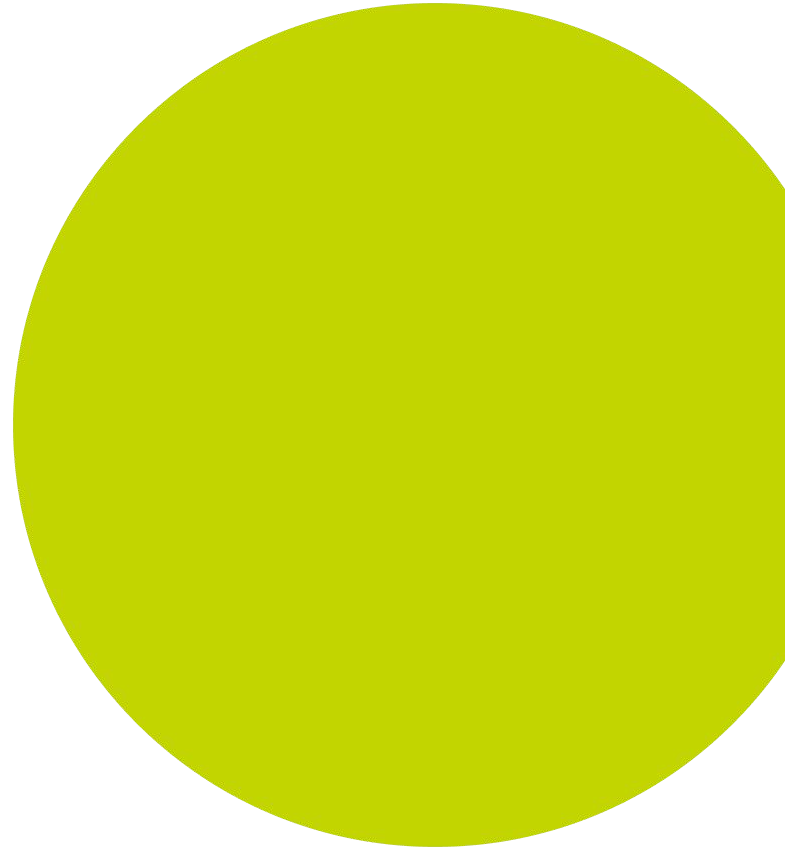


The Importance of Executive Visibility

Sharon Tallach Vogelpohl





Speaker Introduction

**Sharon Tallach
Vogelpohl,
President and
CEO of mhp.si**



A little about me

Graduated magna cum laude from Centenary

Four-year letter winner in volleyball

Started as an intern with Mangan Holcomb Partners (now mhp.si) in 1994

Named principal in 2005

Named president in 2010

Currently a partner with mhp.si

A little about me

Arkansas Business 40 under 40

President of Little Rock Rotary Club &
Rotary International Branding
Committee Chair

Member of the UALR College of
Business advisory board

2017 Woman of the Year in Business
Award

Top Women in Communication by PR
Daily

Board of Directors/Legacy Award for
Arkansas Junior Achievement

A little about me

Board of Trustees for Arkansas
Urology foundation

Member of the National Advertising
review board

Overseen mhp.si win two Arkansas
Business of the Year Awards

Incoming President for Arkansas
Sports Hall of Fame

Top Women in Marketing and PR
People of the Year by PRNEWS

Dual role as CEO and CMO (Chief
Mothering Officer) at home



The Importance of Executive Visibility

Executive Visibility

Executive visibility is a **strategy** used to grow an executive's presence and exposure in order to **impact a company's success.**



**It's not
about you.
It's about the
organization .**

Why executive visibility?

1 + 1 = 3: Enhances your **personal brand** and your **organization's brand**

- ✓ Builds Awareness
- ✓ Cultivates Trust
- ✓ Creates Opportunity
- ✓ Attracts Talent
- ✓ Opens Doors



Key Elements

- ✓ Personal Brand
- ✓ Internal Visibility
- ✓ Community Involvement
- ✓ Executive Speaking Engagements/Events
- ✓ Media/Interviews/Op-Eds
- ✓ Social Media/Content/Engagement
- ✓ Awards/Recognitions



Personal Branding : Unique to you

- ✓ Approachable
- ✓ Authentic
- ✓ Active
- ✓ Animated
- ✓ Authoritative
- ✓ Accountable
- ✓ Appreciative





But first...



Google yourself .

How Google perceives you is how the world perceives you.

Sharon Tallach Vogelpohl

President of Mangan Holcomb Partners



Facebook • Women's Foundation of A...

Words of Encouragement from 2017 Power of the Purse ...

Sharon Tallach Vogelpohl gives some words of encouragement and advice for ...

Apr 24, 2020

Team SI

Sharon Tallach Vogelpohl - Team SI



LinkedIn

Sharon Tallach Vogelpohl - MHP/Team SI - LinkedIn

Launching her agency career as an intern at then Mangan Holcomb Partners in 1994,...

Always check the news ...

Arkansas Business

Sharon Tallach Vogelpohl

Dec 20, 2023



Little Rock Soiree

Power of the Purse

Nov 17, 2023



Arkansas Money & Politics

Dynamic Duos 2022 — Sharon and Carl Vogelpohl

May 8, 2022



Arkansas Business

Little Rock's MHP/Team SI Rebrands as mhp.si, with New Shareholders

Jul 22, 2024



The Arkansas Democrat-Gazette

Pocketbook of opportunities: Power of the Purse fundraiser honors women of impact

Oct 15, 2023



Arkansas Money & Politics

Power Couples: Carl Vogelpohl and Sharon Tallach Vogelpohl

Nov 8, 2017



Stuttgart Daily Leader

Women's Foundation of Arkansas to hold 25th Annual Power of the Purse event on





It Starts Inside...

Internal Visibility

- ✓ Coffee with the CEO
- ✓ Hanging out/eating lunch in breakroom
- ✓ Engaging in internal events
- ✓ Public shout-outs
 - Intranet, emails
 - Social media
- ✓ Personal notes
- ✓ Love bombs



Fostering **Executive visibility** in your organization

Build **future** leaders

Frequent shout-outs to your organizational leaders – shows both your ability to create new leaders and that your organization is filled with them.

Encourage their **visibility**

Show strength in your ability to train leaders – fuels talent recruitment and retention.

Fostering Executive visibility in your

orga



Event co-chairs Kristen Nicholson, Sharon Vogelpohl and Whitney Burgess



Kelly Brown, Chris Beniche and Allie Brown



Dancers from Ballet Arkansas perform a portion of Swan Lake.



Survivor Sofia Young, 2, with her mother Alisha Hawks and Ivan Robledo



Rick Fleetwood, chairman of the Red Tie Society, and Ellon Cockrill, chairman of the Circle of Red



Lana Campbell, Jennifer Christman and Jennah Denney



Stacy Wilson, Tanya James and Jane Wayland



Darwin and Lisa Buehler — sold for \$1,800.

born with multiple congenital heart defects. She arrived at the luncheon in a Wonder Woman costume complete with a cape and a bright blue bow in her hair.



Elizabeth Andreoli and Debi Barnes

Up first was the Shannon Boshears Band, who got the party started with a blusey, guitar-heavy tune. Next, a pair of dancers from Ballet Arkansas enchanted the audience with an excerpt from Swan Lake. And closing the luncheon was a lively performance from the rock-and-soul duo Dazz and



Elbert Jordan, survivor Mona Lisa Mallory and Cherie Abston

Sharon Vogelpohl, Kristen Nicholson and Whitney Burgess cochaired the event. The one-item live auction — a painting

The star of the event was Sofia

Write a comment...

Page View Share Save More

Upvote Downvote



Shouting out wins



Sharon Tallach Vogelpohl · You

CEO · Innovation, Intensity, Impact

7mo · 🌐

As if we needed one more thing to admire about [Chip Culpepper](#) ?
Can't wait to see the series and I am so proud of Chip's and [MHP/Team SI](#) 's support of the [100th Bomb Group Foundation](#) ! stv



mhp.si


2,201 followers

8mo · Edited · 🌐

Our Chief Creative Officer, Chip Culpepper, is president of the 100th Bomb Group Foundation, which played a crucial role providing historical & technical advice in the creation of "Masters of ...see more



Engaging with employee content

 **Sharon Tallach Vogelpohl** · 1st
CEO · Innovation, Intensity, Impact
1yr · 🌐

Smartness from the smart people... thank you [Mark Samber, PhD](#) and our dedicated SEO team! stv

 **mhp.si**
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Anytime Google updates its algorithm, it causes quite a stir. Our resident SEO expert Mark Samber breaks down Google's recent "Helpful Content Update" in this blog and video so you can make sure your website remains at the top of search results.

🔗: <https://bit.ly/3RFMXBx>



Deciphering Google's "Helpful Content" Algorithm Update - MHP/Team SI

mhpteamsi.com



6

2 comments

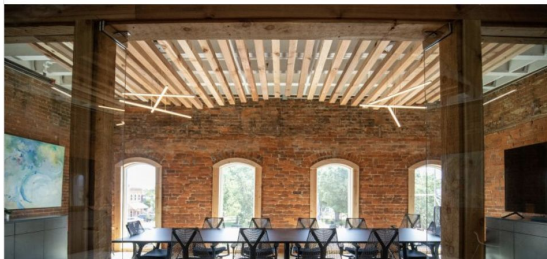
 Sharon Tallach Vogelpohl reposted this

 **Julie Craig Wax** · 2nd
Queen of words 🙌
3mo · 🌐 [+ Follow](#)

Our workspace is truly beautiful. ❤️


 **Innovative Business Interiors**
129 followers
3mo · 🌐 [+ Follow](#)

Throwback Thursday! We loved collaborating with [mhp.si](#) to outfit their downtown Bentonville conference room. Creating spaces that inspire collaboration and productivity is what we do best ...more



 **Sharon Tallach Vogelpohl** · You
CEO · Innovation, Intensity, Impact
1mo · Edited · 🌐

I know [Kristen Vandaveer Nicholson, APR](#) of [mhp.si](#) will be batting bottom of the order at the PRSA SW District Conference, but I promise it'll be worth the wait! If you haven't seen our office on the ...see more

 **Public Relations Society of America - South...** [+ Follow](#)
1,470 followers
1mo · 🌐

The Creator Economy is arguably the biggest disruptor the marketing and communications industry has faced in decades. Don't miss [mhp.si's Kristen Vandaveer Nicholson, APR](#) as she ...see more



BLAZING THE TRAIL
In Public Relations and Communications

PRSA
Southwest District
2024 CONFERENCE
AUG. 21-23
BENTONVILLE, AR


KRISTEN NICHOLSON, APR
MHP/TEAM SI

BREAKOUT
THINK LIKE A CREATOR:
THE CONVERGENCE OF PR AND SOCIAL MEDIA
IN THE CREATOR ECONOMY

Hosted by PRSA Northwest Arkansas Presenting Sponsor 

Celebrating accomplishments with internal communications (intranet)

Wanted to give a quick Arkansas Food Hall of Fame shoutout as nominations came to a close on the 29th! THANK YOU to all who voted and supported us with creative assets, campaigns, social, PR, and more. @Mark Hinson @Chip Culpepper @Julie C. Robbins @Mary Claire Imbro @Chad Badeaux @Patrick Pipkin @Chris Bell-Davis & Taylor!


There will be more promotion/events throughout the year with the winners event happening in September, so stay tuned for food of the year, winners, finalists, and more! 🍷🥗🥕

*****TOTAL: 1,417**

*****ALL 75 COUNTIES REPRESENTED!** #arkansas_food_hall_of_fame #nominations #counties


👍👏 8 4 comments

👍 Like 💬 Comment



Mary Claire Imbro
Great job, everyone!

Like Reply 6 months ago



Sharon Tallach Vogelwohl
Amazing!!! New record! ❤️ stv

The image features a central lime green circle on a dark blue background. The circle is surrounded by several faint, concentric circles of the same color, creating a ripple effect. The text "Community Involvement" is centered within the main circle in a bold, dark blue font.

**Community
Involvement**

Executive Visibility in the

community

Find meaningful ways to be visible

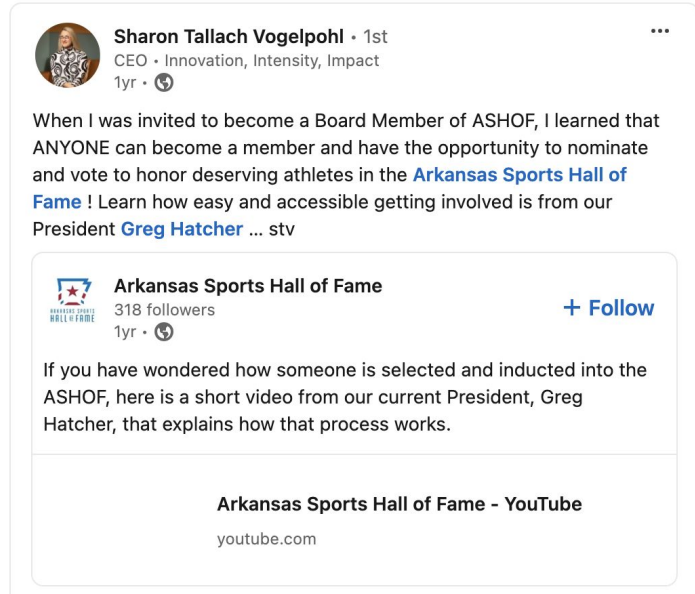
- Civic/Service Organizations
- Professional Organizations
- Chambers of Commerce
 - Leadership Programs
- Passion Nonprofit Boards
- Purposeful engagement relevant to your area of focus – education, health/wellness, etc.




How do you fully leverage board opportunities ?



Look for internal opportunities within boards

- Show Up
- Start with committees and work toward leadership
- Take advantage of provided networking and volunteer opportunities
- Engage with fellow members on social media



Sharon Tallach Vogelpohl · 1st
CEO · Innovation, Intensity, Impact
1yr · 

When I was invited to become a Board Member of ASHOF, I learned that ANYONE can become a member and have the opportunity to nominate and vote to honor deserving athletes in the [Arkansas Sports Hall of Fame](#) ! Learn how easy and accessible getting involved is from our President [Greg Hatcher](#) ... stv

 **Arkansas Sports Hall of Fame**
318 followers
1yr ·  [+ Follow](#)

If you have wondered how someone is selected and inducted into the ASHOF, here is a short video from our current President, Greg Hatcher, that explains how that process works.

Arkansas Sports Hall of Fame - YouTube
youtube.com

Engagement with non-profit board members on social media

Local involvement can lead to national recognition

The image shows a screenshot of a Facebook post. At the top, the Facebook navigation bar includes the logo, search fields for email/phone and password, and 'Log In' and 'Forgot Account?' buttons. Below the navigation bar are tabs for 'Video', 'Home', 'Live', 'Reels', 'Shows', and 'Explore', along with a search bar for videos. The main content is a video player showing a woman with blonde hair, Sharon Vogelpohl, wearing a purple top. Below the video player, the post title is 'My #RotaryStory - Sharon Vogelpohl'. To the right of the video, the post content includes the Rotary International logo, a 'Follow' button, the date 'March 20, 2016', and the text: 'Sharon Vogelpohl loves that through #Rotary she is only a couple phone calls away from anything she ... See more'. Below the post content, there are two comments under the heading 'Most relevant'. The first comment is from Michael Ndukwu, stating: 'This was not the case with a Rotary Club I sought support from to execute a community project.' It has 2 likes. The second comment is from Nrdc Alessandro Di Salvo, with a thumbs-up icon and 2 likes. At the bottom of the post, there are icons for 'Like', 'Comment', and 'Share', and engagement statistics: '419 · 5 comments · 9.9K views'.

Grow local and regional involvement to national opportunities

Local involvement can lead to national recognition

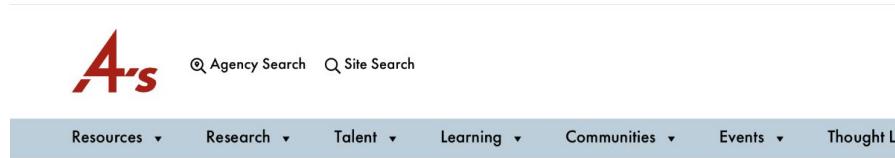


Local involvement can lead to national



1.2 Million in circulation in "The Rotarian"

Use your professional organizations to your advantage



BBB National Programs Selects Tallach Vogelpohl to Serve on the 2023 National Advertising Review Board

January 17, 2023 10:25 am
4As Member

LITTLE ROCK, Ark. (January 10, 2023) – BBB National Programs announced today that it has selected Sharon Tallach Vogelpohl, president and CEO of MHP/Team SI, as one of the 91-panel pool members of the 2023 National Advertising Review Board, the appellate body for the U.S. advertising industry’s system of self-regulation.

Founded in 1971, the National Advertising Review Board provides appellate review of BBB National Programs’ National Advertising Division and Children’s Advertising Review Unit decisions. Panel pool members, selected for their stature and experience in their fields, provide independent peer review to ensure truthfulness and accuracy in national advertising and help promote voluntary compliance with self-regulatory decisions.

“I’m honored to serve on the 2023 National Advertising Review Board,” said Tallach Vogelpohl. “Over the past 50 years, our agency has become regionally and nationally known for innovation, but integrity is always first. I’m honored to serve in this capacity to ensure truthfulness in our trade.”

Tallach Vogelpohl joined the agency in 1994. In collaboration with her partners, she has grown the agency almost 10-fold into the largest performance marketing firm in Arkansas, including new startup companies in SaaS, syndicated websites, app development and other innovative services

Send them your **press releases!**

Your **Local Chamber of Commerce** is a strategic communications channel, along with your other professional organizations.

[Welcome](#)[Member Services](#)[Live & Work](#)[Do Business](#)[Advocacy](#)[About Us](#)[News & Events](#)

MHP/TEAM SI'S SHARON TALLACH VOGELPOHL RECOGNIZED AS TOP AGENCY LEADER IN PR DAILY'S 2023 TOP WOMEN IN MARKETING LIST

Published Wednesday, August 30, 2023

by Nyasha Bgoni

National award honors "trailblazing women" with "relentless creativity"

Little Rock, Ark. (Aug. 22, 2023) — MHP/Team SI, a full-service, data-driven performance marketing firm, announces that Sharon Tallach Vogelpohl, president and CEO of MHP/Team SI and president of the MHP/Team SI Family of Companies, has been included as an Agency Leader in [PR Daily's 2023 Top Women in Marketing list](#).

This award recognizes the achievements of trailblazing women who have raised the bar for the rest of the marketing world, developing high-performance, creative work across advertising and marketing industries. Winning multiple national awards for its marketing and public relations campaigns, MHP/Team SI is an Arkansas-based company with a growing national footprint.

"The agency business is the ultimate team sport," Vogelpohl said. "This award is a reflection of the creativity, strategic thinking, and innovative teamwork at MHP/Team SI. I'm proud to be a part of this incredible team."

According to the announcement from PR Daily, "From top communications leads at agencies to analytics aces, these women have demonstrated the ability to unlock new opportunities and generate impact across diverse domains through cutting-edge tactics and tools."

Nominations were sought in 2022 for bold, innovative, visionary women with exceptional traits. The list exists to showcase marketers who break barriers within [their organization and advance the profession](#).





**Executive
speaking
engagements and
events**

Implementing an **Executive Event Strategy**

Conferences

Attend or speak at conferences: local, regional and national

Guest Lectures

Become a guest speaker at a local high school, university or junior college

Events

Chair or attend events, network. **BUT no empty** tables.

Don't Make it a **"One and Done"**!

before

- ✓ Post on social media and tag the organization – they will appreciate the added buzz!

during

- ✓ Don't shy away from the "party pics"!
- ✓ Post during event
- ✓ Capture compelling images to use after the event

after

Post to...

- ✓ Congratulate
- ✓ Compliment
- ✓ Connect!

Charitable Events



LITTLE ROCK
soirée

Log in f @ X

SUBSCRIBE

NEWSLETTER

PARTIES + PRINT + FOOD + LIVING + CULTURE + FAMILIES + SPECIAL + SWLS + CONTACT



PARTY PICS —
Serving Up Solutions

BY LITTLE ROCK SOIRÉE STAFF

— AUGUST 1, 2022

f X P @

LITTLE ROCK
soirée

Log in f @ X

PARTIES + PRINT + FOOD + LIVING + CULTURE + FAMILIES + SPECIAL + SWLS + CONTACT



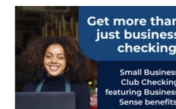
PARTY PICS —
Diamond Chef

BY LITTLE ROCK SOIRÉE STAFF

— JUNE 1, 2017

f X P @

The Arkansas Hunger Relief Alliance and the Arkansas Legislative Hunger Caucus teamed up once again for this bipartisan event, its 15th annual and first in person since 2019. Chaired by Sharon and Carl Vogelpohl, the evening featured legislators donning their aprons to serve and wait on guests, and is designed to raise awareness of and help eliminate food insecurity in Arkansas.



More than 600 attended the event at UA-PTC Culinary Arts and Hospitality Management Institute where Chef Mary Beth Ringgold made history, becoming the first female chef to be named champion of Diamond Chef Arkansas. More than \$100,000 was raised overall for the event that will be used through the UA-PTC Foundation to support the students and



Speaking at Rotary International to 40,000



Local opportunity that became a **national** one

Broyles Award



Known by **Company You Keep**





Interviews and Op-Eds

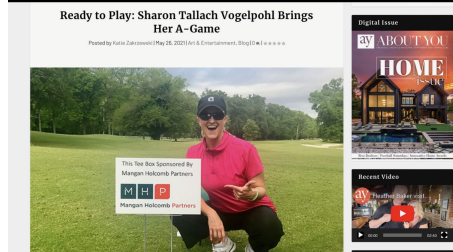
Fully leveraging media opportunities

- “Society” media- parties and fundraisers
 - Looooong lead-time on Features
- Op-eds and commentaries
- Talk Radio, TV and Podcasts
- Hard news and statistics driven pieces
 - Research, Results, Relevance
- “Newsjacking”
 - Using current trends and stories to promote organization
 - Provide the local angle/expert
- Holidays and Observances
 - National Hunger Relief Day
 - Day of Giving



**Earned media placement from
Arkansas Money and Politics**

Get your image out there



Unique Angles: Balancing CMO and CEO duties

How the Business-Minded Vogelphohls Are Raising Their Kids and Putting Family First

by Alexis Crowe on 6/1/2018 12:00am



Spending time working on their farm together is one of the things that Sharon Vogelphohl says makes their family unique.



**Social media
content and
engagement**

**Learn to
love
LinkedIn**



LinkedIn is an executive's best friend

curate

post

engage

Have a great profile and picture. Be strategic. Position yourself as an industry thought leader by creating new content and sharing others' content. Images matter. Follow. Follow. Follow. Tag. Tag. Tag.

Implementing a **thought leadership strategy**

Get ahead of trends

Be first on trending topics in your industry, people should look to you for guidance.

Be the expert or bring the expert"

Be an author

Byline thought leadership articles and share with industry pubs, platforms – use as a blog for your organization

Utilize video

Video is king- make sure you're leveraging video capabilities.

Doesn't have to be professional to be powerful!

Examples- recruiting new talent



Sharon Tallach Vogelpohl reposted this



Lannie Byrd (He/Him) · 1st

Chief Operating Officer @ mhp.si | Digital Transformation, Marketing...

Book an appointment

7mo · 🌐

We're excited to announce that MHP/Team SI is on the lookout for a talented account executive to join our team! As an account executive, you'll get the opportunity to work with some of the smartest people in the industry and have fun working with our amazing clients.

If you're interested in learning more about this opportunity, check out the job posting at <https://lnkd.in/gaKiUeFD>.

Don't hesitate to message us if you have any questions. We can't wait to hear from you!

MHP/Team SI Family of Companies - Senior Account Executive

recruiting.paylocity.com



Sharon Tallach Vogelpohl · You

CEO · Innovation, Intensity, Impact

3mo · 🌐

You never know where a coveted **MHP/Team SI** internship will take you... 30 years later... stv (formerly smt - MHP intern circa 1994-1995.. and YES I have shoes older than you)

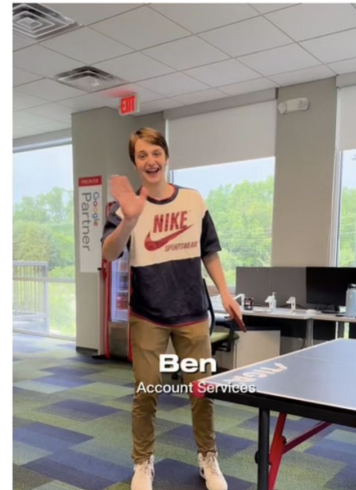


mhp.si

2,201 followers

3mo · 🌐

It's officially summer, which means the interns have arrived! ☀️
Excited for a summer of bright ideas and collaboration!
[#internship](#) [#agencymarketing](#) [#interns](#)



Offer testimonials for organizations you support




Thank you, MHP Team SI, for being a great Workplace Partner. Listen as Sharon Tallach-Vogelpohl, President/Principal, shares about her passion for organ and tissu...

Like Comment Share


2 · 60 views

It's a win-win!


Engage with clients and other stakeholders on social

 **Sharon Tallach Vogelpohl** · You
CEO · Innovation, Intensity, Impact
6mo · 🌐

So proud of this work for our client, [Little Rock Convention and Visitors Bureau](#) and our crazy talented crew at [MHP/Team SI](#)! stv

 **mhp·si**
2,201 followers
6mo · Edited · 🌐

We are thrilled to share that our client [Little Rock Convention and Visitors Bureau](#)'s 'Experience Little Rock in Color' campaign was awarded with The Natural State Tourism Development ...see more







Awards and recognition

Awards and recognition

You can't win if you don't enter!

Promote on:

Personal Social Media

Organizational Social Media

"Movers and Shakers"

Hometown Media

Blogs



Other National awards

These nationally known non-profit awards can boost your profile

The Association of Fundraising Professionals, The Center for Nonprofit Management, Nonprofit Pro, Leadership in Action, Independent Sector and the Center for Nonprofit Excellence all have awards aimed at highlighting top leaders in the nonprofit sector.

These awards are fantastic for specifically elevating your profile within the nonprofit world. Remember, promote these wins.



PRSA Prism awards



2017 Power of the Purse Woman in Business

2017 POWER OF THE PURSE WOMAN IN BUSINESS: SHARON TALLACH VOGELPOHL



Posted on July 6, 2017
Last updated on December 20, 2021

Categorized as [Uncategorized](#)



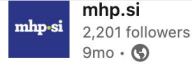
Share via:



Meet the 2017 Woman of the Year in Business, Sharon Tallach Vogelphohl, President of Mangan Holcomb Partners.

Launching her agency career as an intern at Mangan Holcomb Partners in 1994. Sharon

Award recognition on social



Thank you [Arkansas Business Publishing Group](#) for recognizing our President and CEO, [Sharon Tallach Vogelpohl](#) among the "Arkansas 250". Her leadership, vision, and dedication continue to propel us to new heights. Congratulations, Sharon! 🎉
[#Arkansas250](#) [#LeadershipExcellence](#) [#CelebratingSuccess](#)
<https://lnkd.in/dX62Rau5>





Final Takeaway

**It's not about YOU – It's about your
organization's SUCCESS!**

develop a plan

be purposeful

be persistent



Questions?



mhp•si

LITTLE ROCK • BENTONVILLE