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Rod Colon's Profile

ETP Network Founder and CEO **Rod Colón** has a unique perspective on what it takes to succeed in today's global economy. Rod shares his 24 years of experience as a corporate HR management insider, outside agency recruiter, professional networker and career coach through a unique, common sense approach to networking and career management. His in-depth knowledge of international staffing, recruiting and networking gives Rod a unique ability to coach and consult today's professionals and executives around the world.

Rod uses his passion, energy, enthusiasm and creativity to support others. He coaches professionals in the art of *leveraging relationships* that maximizes personal networking opportunities. Rod has also taken this hand-on approach to corporations that recognize that an organization's bottom line success requires professionals to leverage internal and external networks. Mastering the skills and techniques to effectively utilize these networks is critical and essential to the success of both the professional and their organization.

The **Job Search & Networking School** is an example of Rod's unique and creative approach. Through sessions designed to teach both basic *cookbook* job search techniques and advanced personal network development strategies that will outlive the current search, Rod reveals his depth of career management understanding. Rod demonstrates to his students the power of networking as a giving and sharing activity, and aggressively encourages professionals to actively network and manage themselves as the CEO of **ME, Inc.**

Today the ETP Network (2.5 million LinkedIn professionals, 10,000 associates and 1300 Yahoo Groups members) leads the way in the education of *networking* as a core career management activity through networking events, career coaching programs, conference calls, training seminars, job openings, channel partnering and networking articles.

One of Rod's passions is teaching at Georgian Court University. He believes GCU is on the cutting edge educating woman on career management and networking. His 3-credit course has already had a tremendous impact on many of his former students in their academic and professional goals, and the way they each view their role as active managers of their careers.

Rod has been featured in Princeton Review, and has received numerous awards and recognition. Rod is a graduate Georgian Court University and is a board member of the Georgian Court Alumni Association.