

CAREER TRANSFORMATION ACADEMY

Executive Bio Template Pack

Long-form • Short-form • One-Liner — for every professional context

When to Use Each Version

LONG-FORM 400–500 words	SHORT-FORM 150–200 words	ONE-LINER 25–30 words
<ul style="list-style-type: none">• Speaking engagements• Conference programs• Company websites• Board profiles• Award nominations	<ul style="list-style-type: none">• LinkedIn About section• Program brochures• Team profile pages• Email introductions• Press releases	<ul style="list-style-type: none">• Verbal introductions• Email signatures• Social media bios• Panel moderator scripts• Business cards

TEMPLATE 1 — Long-Form Bio (400–500 Words)

CTA COACHING NOTE:

Write in THIRD PERSON — 'Mark leads...' not 'I lead...' — this is standard for professional bios. Lead with your CURRENT role and most impressive credential — not where you started. Include ONE personal element at the end — it makes you memorable and human. Sentence-by-sentence guidance is in the [brackets] below — replace everything.

[Full Name] is [current title — e.g., 'a Global Director of HR Operations'] with more than [X] years of experience [describing your functional expertise and the types of organizations you serve — e.g., 'building and leading high-performing HR operations functions for Fortune 500 and multinational enterprises across technology, manufacturing, and professional services sectors'].

Most recently, [he/she/they] served as [most recent title] at [Company Name], where [he/she/they] [describe your most significant accomplishment in this role — e.g., 'stood up a global HR shared services model spanning 41 countries in under 60 days, achieving a 60% reduction in case volume and a 97% SLA compliance rate within the first quarter of operation']. [Add one more achievement from this role with a metric.]

Prior to [Company Name], [Full Name] held senior roles at [Company 2] and [Company 3], where [he/she/they] [brief achievement from Company 2] and [brief achievement from Company 3]. [His/Her/Their] career is defined by a consistent ability to [your core through-line — e.g., 'transform fragmented HR infrastructure into scalable, data-driven service delivery models that directly support organizational growth'].

[Full Name]'s areas of deep expertise include [list 4–6: e.g., 'global HR operations, shared services design, ServiceNow HRSD, workforce planning, change management, and M&A HR integration']. [He/She/They] is known for [2–3 qualities your colleagues and managers consistently use to describe you — e.g., 'bringing clarity to complexity, building teams that perform at an elite level, and communicating the business value of HR with precision and confidence'].

[He/She/They] holds a [Degree] in [Field] from [University] and [any relevant certifications, e.g., 'holds a SHRM-SCP certification and completed executive leadership programming through Cornell ILR']. [Optional: Add a board, advisory, volunteer, or professional association involvement.]

[Personal closing sentence — make it genuine. Examples: 'Based in Durham, North Carolina, [Name] is a devoted father and an avid bourbon collector.' / 'Outside the office, [Name] can be found mentoring first-generation college students and training for [activity].' / 'A person of deep faith, [Name] approaches leadership with the belief that organizational excellence and genuine care for people are never in conflict.']

TEMPLATE 2 — Short-Form Bio (150–200 Words)

CTA COACHING NOTE:

This is your LinkedIn 'About' section bio. First person or third person — choose based on platform context.

LinkedIn: First person works well here. Conference programs and company sites: use third person. 3 paragraphs maximum. Open with impact, end with a call-to-action or personal touch.

[Opening hook — your boldest career claim. Example: 'I build HR systems that actually work for the people who have to use them every day.'] [Full Name] is [current title] with [X] years of experience [brief description of functional expertise and scope].

Most known for [your 1–2 biggest career achievements with metrics], [he/she/they/I] bring[s] a track record of [through-line theme — e.g., 'turning operational complexity into scalable, high-performing people systems']. [Add one sentence on a specific skill or credential that is most relevant to your target audience.]

[Personal close + call to action. Example: 'Based in [City], [Name] is a [personal detail] and is currently [open to new opportunities / focused on X]. Let's connect.' OR 'Reach out at [email] or connect on LinkedIn.']

TEMPLATE 3 — One-Liner Bio (25–30 Words)

CTA COACHING NOTE:

Used for introductions, signatures, and social media bios. Say everything that matters in one breath. Formula: [Title] + [What you do] + [For whom] + [Signature result or differentiator]

Formula:

[Title] helping [target audience] [achieve specific outcome] through [your approach or differentiator].

Example:

Global HR Operations Director helping multinational organizations build scalable, people-first service delivery systems that perform at the 95th percentile.

Your One-Liner: