

About The Author

Kaplan Mobray

Career Coach, Motivational Speaker, and Best-Selling Author

“The 10Ks of Personal Branding”



Kaplan Mobray is an acclaimed author, thought leader, career coach and motivational speaker on topics ranging from personal branding, leadership, networking, public speaking and success. His presentations have been described as a life-changing event. For more than fifteen years he has led corporate marketing, advertising, and brand development initiatives for Fortune 500 companies. Kaplan speaks to a variety of audiences, including professional organizations, colleges and universities, sales forces, and corporations. Through his seminars and best-selling book, “The 10Ks of Personal Branding” Kaplan provides real strategies for real results in making the connection between your personal brand and your life outcome.

He has been featured on CNN, CBS, NBC, FOX, BET and is a frequent content contributor to the national media. A graduate of the University of Pennsylvania’s Wharton School and College of Arts & Sciences, Kaplan was named one of the Top 40 Under 40 by the Network Journal Magazine and received the 2008 Rising Star Award by the National Association of African Americans in Human Resources (NAAAHR). As a corporate executive, Kaplan serves as U.S. Diversity Programs Leader at Deloitte, one of the nation's leading professional services firms. Kaplan has been widely quoted in the media and is a frequent speaker at professional conferences. In his personal pursuits, Kaplan is a professional saxophone player. He serves on the national board of the Association of Latino Professionals in Finance and Accounting (ALPFA) and is active in charitable and civic organizations. Kaplan resides in West Nyack, NY with his family.