



*WIN Without Competing!  
with the Right Fit Method*

## ***Dr. Arlene Barro, Branding & Hiring Expert***

### ***Creator of the Right Fit Method & Right Fit Branding Strategies***

*“Dr. Arlene Barro is a breath of fresh air in today’s tumultuous job market. Dr. Barro should have her own nationally broadcasted program: ‘Dr. Arlene, The Career Guru’. Much like Dr. Phil and Dr. Oz, Dr. Barro is a charismatic expert in her field.” – Patti Thrailkill*

Dr. Arlene Barro, behavioral educational psychologist, author of *WIN Without Competing!* (nominated for a business book award) and the 5-star app and cow video iBrandU4Hire: Rate Your Brand Zero to Hire, is a UCLA-trained PhD with distinction for her doctoral dissertation on creativity. Dr. Arlene, Branding & Hiring Expert, is a Business Consultant and Master Career Coach, Professional Motivational Speaker represented by AEI Speakers Bureau, Radio Talk Show Host, and CEO.

#### ***Got Right Fit Lenses?***

Early in life, Dr. Arlene Barro’s father gave her the gift of Right Fit Lenses, the foundation of the Right Fit Method. She grew up in Brookline, Massachusetts near the birthplace of John F. Kennedy. Her father, a public person, set the stage for her to stand out and succeed. He taught her how to understand “with whom you’re dealing,” figure out Right Fits, and set high standards. Looking back, she fondly remembers his teachings including how to create a blueprint to select the Right Fit Banana. That blueprint still works today.

#### ***The Right Fit Method Works!***

After many years of holding high-level healthcare executive positions and making significant innovative contributions, Dr. Arlene entered the world of executive search in which she introduced her Right Fit Method to the Founding Editor-in-Chief of WebMD, Tom Lombardo. With him, Dr. Arlene made 40 Right Fit Placements. The Right Fit Method worked!

Delighted with the Right Fit Method, Tom Lombardo wrote the foreword years later to Dr. Arlene’s book, *WIN Without Competing!*.

*“I hired 40 candidates from Dr. Barro, my exclusive search consultant. She filled the openings on my staff in three countries. Together, we built WebMD to its current status as the Internet’s most visited healthcare site.” – Tom Lombardo, Founding Editor-in-Chief, WebMD*



**“If you don’t understand THAT YOU HAVE A BRAND AND WHAT YOUR BRAND IS, you can’t sell it. Job seekers rarely realize that a ‘brandless’ resume can result in no interviews and ‘brandless’ interviews in never receiving offers. Right Fit Branding is the solution!”**

**– Dr. Arlene Barro**

**“What are the secrets of a winning job hunt? Few experts offer advice as intriguing – or usable – about that quest as Arlene Barro, president and CEO of L.A.-based barro global search, inc...”**

**– UCLA Magazine**

**“Dr. Barro’s WIN Without Competing! leads you into the inner game of personal development with the precision of a choreographer and the wisdom of a master coach.” – David Belle-Isle, PhD, Senior HR Executive**

**“I contacted Dr. Arlene Barro for her to work with me to create a branding package. In the first 90 days, I had two offer letters. I was now in the driver seat of my own career again. I was afforded the rare luxury of choosing my next career. I credit this luxury to Dr. Arlene Barro’s Right Fit Method and learning how to build and present my personal brand.” – C.M. “Mo” Blake, Sales Manager**

**“Through a series of discussions with Dr. Barro, I was able to develop my brand so that any potential employer would understand very quickly what I had to offer. Dr. Barro’s unique approach has helped me to understand what I require from a potential employer.”**

**– Michael Conkey, CPA,  
Vice President of Accounting & Finance**

**“[Dr. Arlene] worked with me to identify and overcome objections and strategically follow up after the interviews, which lead to more than one job offer. I found a great job which is my Right Fit position and will continue to work with her to delineate my brand as I continue to grow as a senior executive.” – Debra Wood, CPA, MBA, JD, Chief Financial Officer**

**“Applying Dr. Arlene Barro’s Right Fit Method to your work setting, your career, and even to your personal life is not only possible, it’s the only way to ensure success.”  
– Patti Rager, Former Chairman of Nursing Spectrum (a division of Gannett Company, Inc.)**

**To arrange interviews and speaking engagements, call Dr. Arlene at  
310-443-4277 or email [DrBarro@WINWithoutCompeting.com](mailto:DrBarro@WINWithoutCompeting.com)**

**WINWithoutCompeting.com**

barro global search, inc.

10940 Wilshire Blvd. | Suite 1600 | Los Angeles, CA 90024 | (310) 443-4277