

Donald Trump Jr. Joins Cambridge Who's Who as Executive Director of Global Branding and Networking

Donald Trump Jr. unveils plans to share innovative business and career development techniques with Cambridge Who's Who® members

NEW YORK, April 19 /PRNewswire/ -- Cambridge Who's Who®, the leading professional branding and networking organization, is proud to announce that it has named Donald Trump Jr. – successful corporate figure, public speaker and real estate authority – as the company's Executive Director of Global Branding and Networking. Trump Jr., Executive Vice President of Development and Acquisitions of The Trump Organization, will act as a high-level advisor and professional mentor to the company's more than 400,000 members through an exclusive program created specifically by Trump Jr. and Cambridge Who's Who®.

Donald Trump Jr. brings a wealth of business experience and knowledge to Cambridge Who's Who®. Trump Jr. is a firm believer in the adage "It's not what you know, but who you know," and thinks that with today's vast selection of communication channels, branding yourself is an important part of success. "The Internet and various other vehicles have broadened the contacts that we have access to and transformed the way that every brand, even a personal one, communicates," said Trump Jr. "The world of marketing has been changed, and a new world demands new and creative strategies for success."

"The most vital asset in business today is the power to brand effectively."

-Donald Trump Jr.

Cambridge Who's Who® has been providing highly customized personal and corporate branding services to its members since inception. Its latest product, the video biography, will be endorsed by Trump Jr., who will be using it to expand his own "Donald Trump Jr." brand. The use of high-level corporate branding techniques has enabled the Trump family to operate many successful and lucrative businesses in the global arena. Donald Trump Jr. is the ideal person to represent this suite of services for Cambridge Who's Who®, as his is one of the most recognized family names in the world.

Through Trump Jr.'s affiliation with Cambridge Who's Who®, he will also have a powerful platform to share his strategies for developing and maintaining a solid professional network. Having hosted numerous seminars in locations around the globe, he is a seasoned public speaker open to sharing his breadth of experiences and unique perspectives. In particular, he has announced plans to host networking seminars and

webinars, as well as mentoring luncheons to share career and business advice with fellow Cambridge members.

In addition to working with Donald Trump Jr., Cambridge Who's Who® is expanding and opening a new office in New York City.

About Donald Trump Jr.

As the eldest son of Donald J. Trump Sr., renowned real estate development icon, Donald Trump Jr. is the Executive Vice President of Development and Acquisitions for The Trump Organization, where he is responsible for expanding the company's real estate interests on a global level. He received a Bachelor's Degree in Finance and Real Estate from the Wharton School of Finance at the University of Pennsylvania. In addition to his corporate responsibilities, Trump Jr. also stars in the popular NBC series The Celebrity Apprentice with his father and sister, Ivanka, and serves as a member on the Board of Directors and Smile Ambassador for Operation Smile.

About Cambridge Who's Who®

With over 400,000 members representing every major industry, Cambridge Who's Who® is a powerful networking resource that enables professionals to outshine their competition, in part through effective branding and marketing. Cambridge Who's Who® employs similar public relations techniques to those utilized by Fortune 500 companies and makes them cost-effective for members who seek to take advantage of its career enhancement and business advancement services. Cambridge is pleased to welcome its new Executive Director of Global Branding and Networking, Donald Trump Jr., who is eager to share his extensive experience in this arena with members.

Cambridge Who's Who® membership provides individuals with a valuable third party endorsement of their accomplishments and gives them the tools needed to brand themselves and their businesses effectively. In addition to publishing biographies in print and electronic form, it offers an online networking platform where members can establish new professional relationships.

Headquartered in Long Island's premier office building, RXR Plaza, the Cambridge Who's Who® staff spans more than 10 departments and comprises a team of nearly 200 highly skilled and dedicated employees. Together they work to provide members with the recognition and exposure needed to further their careers, expand their businesses and network effectively in an economy where referrals are more important than ever.

For more information, please visit <http://www.cambridgeregistry.com>.