

2025 Men of CMCP Conference  
Session C: Building Your Brand  
Wednesday, April 23, 2025  
3:50 pm – 5:00 pm

**LOCATION:**

City Club Los Angeles – 555 Flower St., Los Angeles, CA 90071

**CA MCLE:** 1.0 hr Wellness Competence

**Schedule:**

- 3:50 Welcome Remarks by Puya Partow Navid (Partner, Seyfarth Shaw)
- 3:53 Sponsor Remarks by Samuel Cortina (Senior Associate, King & Spalding LLP)
- 3:55 Introductions and Overview by the Moderator, Puya Partow Navid (Partner, Seyfarth Shaw)
- 3:59 Panel Discussion
- Richard Amador - Partner, Sanchez & Amador, LLP
  - Jason Wilson - Partner, Willenken LLP
  - Javier Rivera – Senior Attorney, Southern California Edison Company
- 5:00 End of Session

**RESOURCES:**

Gerben, Josh. "How Attorneys Can Develop a Personal Brand." *The Josh Gerben Show*, Episode 6, Josh Gerben, 2021, <https://joshgerben.com/videos/how-attorneys-can-develop-a-personal-brand/>. [Josh Ge](#)

Shearer, Catherine, host. "Building a Personal Brand with Alex Sinatra." *The Happy Lawyer Podcast*, season 2, episode 6, 19 Nov. 2021, <https://podcasts.apple.com/ca/podcast/building-a-personal-brand-with-alex-sinatra/id1513076197?i=1000542506782>. [Apple Podcasts](#)