

Most people attend events.

I used one to test a system.

GTC 2026 wasn't just an event.

It was a **system I tested.**

Applying Career as a Brand System™

Most people attend events.

They take notes.

They post a few photos.

Then they move on.

Nothing compounds.

I approached GTC differently.

Not as something to consume—
but as something to convert.

Into **signal**.

Into **positioning**.

Into **opportunity**.

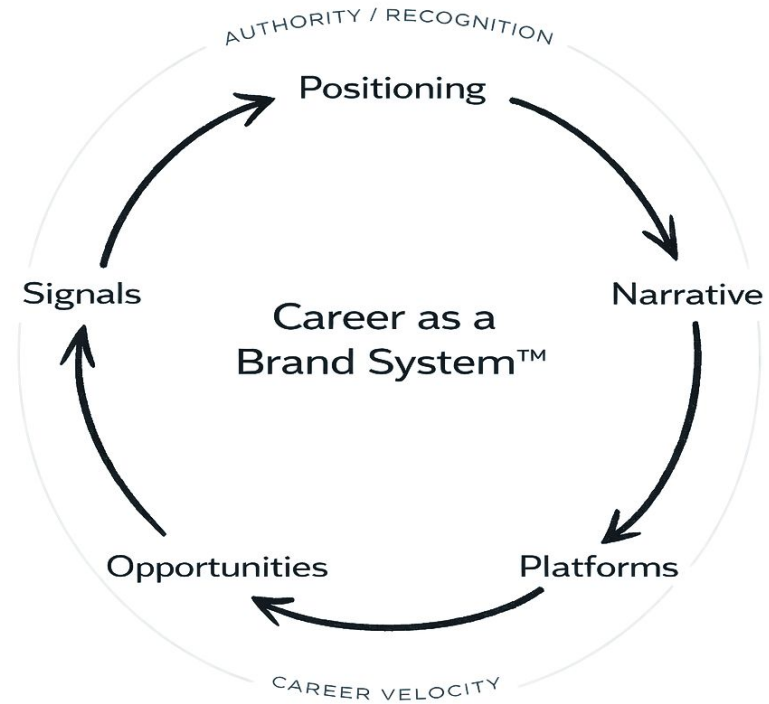
Career as a Brand System™

Positioning → **Narrative** → **Signals** →
Platforms → **Opportunities**

Not content.

A system that compounds.

The system in motion.



Positioning

AI is becoming infrastructure

Narrative

We're entering the infrastructure era of AI

Signals

Post, trends report, PDF, Substack, landing page

Platforms

LinkedIn, Substack, direct sharing

Opportunities

Visibility, recognition, inbound conversations

Featured in a GTC round up
Strong engagement + saves
Industry resonance

Reinforced positioning with the right people
Early signals—but clear direction

This wasn't luck.
It was structured.

This is what it looks like
to treat your career as a system.

Not a series of moments—
but something you design, build, and compound.