

Strong Reputation, Weak Digital Presence: The Executive Visibility Gap Heading Into Q4

As buyers increasingly evaluate expertise online, founders and senior leaders are challenged to make their digital presence match their executive authority.

NEWARK, NJ, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- A strong reputation used to travel largely through referrals, introductions and relationships.

Today, that reputation often has to survive a digital search first.

An advertisement for Executive Growth LAB. At the top is the HAKA logo, a colorful circular icon with the word "haka" below it. Underneath is the text "A HEATHER A. KOLLAR AGENCY EXPERIENCE". The main text reads: "Master Your Professional Online Presence. Stay Top-of-Mind. Build Authority that Drives Business." Below this is the phrase "Get Ready to Level Up!" in a blue script font. On the right side is a portrait of Heather A. Kollar, a woman with curly hair and glasses, wearing a white blazer. At the bottom of the ad is the text "Executive Growth LAB".

For many experienced executives, that creates a disconnect: they have spent years building expertise, credibility and professional networks, yet their online presence does little to communicate the authority they have earned offline.

“

Heather and her team are the best. HAKA does thorough business research to identify a multitude of leads, knows LinkedIn better than LinkedIn. She never tises relentless in supporting her clients.”

*Carm C. Pennsylvania
Cybersecurity Founder*

That gap can matter even more as Q4 approaches and business leaders compete for attention, conversations and opportunities.

[Heather A. Kollar](#), founder of the Heather A. Kollar Agency, believes executive visibility has become part of modern business development.

“You can be exceptional at what you do and still be almost invisible to the people who should know you,” said Kollar. “The question is no longer whether you have experience. It

is whether someone who encounters you online can quickly understand why that experience matters.”

That challenge is behind the [Executive Growth LAB](#), Kollar’s live, two-and-a-half-hour working session for founders, business owners and senior leaders seeking to strengthen their

professional online presence, become more memorable and build greater authority.

The program comes as [B2B](#) buying grows increasingly complex. Research from Edelman and LinkedIn found that buying decisions can involve large groups of stakeholders, while thought leadership can influence decision-makers who may never interact directly with a company's sales team. That makes what leaders communicate publicly increasingly relevant to trust and consideration.

The LAB is built around Learn. Apply. Build. Rather than simply teaching attendees how to post more often, the session focuses on the larger system behind executive visibility: professional positioning, digital authority, strategic use of LinkedIn, professional relationships and consistent market engagement.

Participants will examine where their current presence may be falling short, identify opportunities to better communicate their expertise and leave with a practical 30-day plan for strengthening visibility heading into Q4.

For Kollar, the work is rooted in a broader principle: digital presence should reflect real-world value, not replace it.

That distinction has resonated with clients of the Heather A. Kollar Agency.



Heather A. Kollar Agency



Heather A. Kollar, Chief Strategist - The Executive Growth LAB

"Having worked with the Heather A. Kollar Agency on several different kinds of projects, my experience has been absolutely phenomenal," said Ben Z., a media production business owner, in a five-star Google review. "Everything Heather does comes with absolute excellence, professionalism, kindness, servant leadership and over-achieving results. I can't wait to work with her again."

Kollar brings 15 years of experience across marketing, communications and business development, including 10 years working in Fortune 100 environments and five years building the Heather A. Kollar Agency.

She says the problem is rarely that accomplished leaders have nothing valuable to say.

More often, they have not created a system for making that value visible.

"Executives do not need to become influencers," Kollar said. "They need a professional presence that helps the right people understand their expertise, remember them and know when to bring them into the conversation."

The Executive Growth LAB is being offered to founders, business owners and senior leaders during August, giving participants an opportunity to strengthen their professional presence before fall business activity accelerates.

Complimentary access has been extended to participating executives and members of Kollar's professional and business-development networks.

To learn more or register, visit <https://heatherakollar.com/executive-growth-lab>

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