

Tips for Your Career Search: Networking

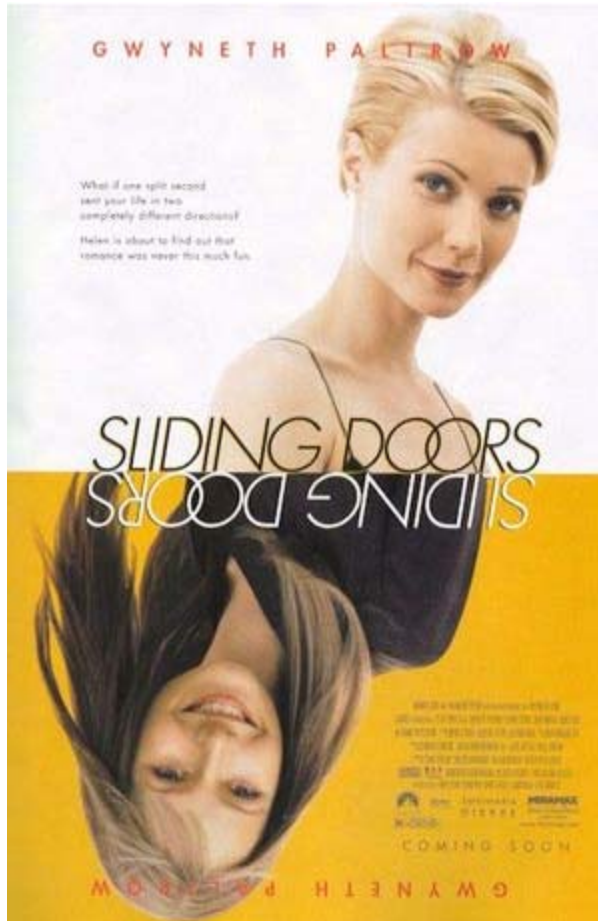
Lauren Celano
Founder and CEO
Ph: 617-896-5224

Lauren@propelcareers.com

www.propelcareers.com



The Power of Timing



- All about the what if...



Making Connections that Fuel Innovation!

Confidential; Not for Distribution. December 5, 2011

Networking Lesson 1

Put yourself in situations to meet **who** you want to meet and learn **what** you want to learn



Networking Lesson 2

Leverage your network to find people who can assist you with **connections** to people who will impact your life



Networking Lesson 3

Have your **elevator pitch** ready



Making Connections that Fuel Innovation!

Networking Lesson 4

Utilize your **network** to find the resources you need



Making Connections that Fuel Innovation!

Making Connections

Put yourself in situations to meet **who**
you want to meet and learn **what** you
want to learn



Making Connections that Fuel Innovation!

Confidential; Not for Distribution. December 5, 2011

Finding a Career – Where to Start?

A few questions to ask yourself:

- What do you like?
- What are you passionate about?
- What are you good at?
- What do your peers/teachers think you are good at?
- What motivates you?
- What culture do you want to be in?
- What location do you want to be in?

Answers to these questions can narrow down your focus areas as you think about your career



Making Connections that Fuel Innovation!

Confidential; Not for Distribution. December 5, 2011

Connections Through Organizations

- **Local Networking Groups**
 - i.e. AWIS, WEST, HBA, AAPS, AACR
- **State Organizations**
 - i.e. Biotech/Medical Device Focused, i.e. MassBio, NYBA, MassDevice
- **National Organizations**
 - Biotechnology Industry Association (Bio)
- **Industry Associations**
 - i.e. Drug Information Association (DIA), American Association of Pharmaceutical Scientists (AAPS), American Institute of Chemical Engineers (AIChE)
- **Sector Specific**
 - i.e. Oncology focused, Medical Device focused, Drug Metabolism Focused, etc



Networking Groups Include

Women Based:

- Association for Women in Science: <http://www.awis.org/>
- Healthcare Business Woman's Association: <http://www.hbanet.org/>
- Women in Science and Technology (WEST): <http://www.westorg.org/>

Sector/Area Focused:

- Healthcare Information and Management Systems Society:
<http://www.himss.org/>
- Systems and Synthetic Biology Groups, i.e. Boston's chapter:
<http://www.bassbiology.org/>
- Drug Metabolism Discussion Groups, i.e. New England's Chapter:
www.NEDMDG.org



Networking Groups Include

Entrepreneurially Focused:

- The Capital Network: <http://www.thecapitalnetwork.org>
- TIE: <http://www.tie.org>
- Startup leadership Program: <http://www.startupleadership.com/>
- NYC Tech Connect: www.nyctechconnect.com/
- NYC Bioscience Initiative: <http://www.nycbiotech.org/>
- Technology Transfer Office Events
- Xconomy Forum Events
- Life Science Meetups



Connections with Smaller Companies

Incubators/Incubator Spaces

- MassChallenge: <http://www.masschallenge.org>
- Tech Stars: <http://www.techstars.org/>
- Dog Patch Labs: <http://dogpatchlabs.com/>
- Advanced Biotechnology Incubator (SUNY Downstate)
- NYC East River Science Park
- Cambridge Innovation Center: www.cictr.com



How to Learn about Companies

News/PR Sources

- Fierce Biotech
- Xconomy
- BioSpace
- Bioworld
- Google Reader



International Consulates for Networking

- > 40 International Consulates
- Locations in Boston and NYC
- Tremendous Networking Opportunities
- Utilize Language and Cultural Skills
- Many with active Life Sciences Engagement
 - Swiss, French, and UK most active



Additional Networking Opportunities

- Law Firms
- Finance Firms
- Consulting Firms
- Realty Firms
- Etc

**Making connections happens in many ways
Be creative – your career will benefit from this.**



Making Connections that Fuel Innovation!

Confidential; Not for Distribution. December 5, 2011

Networking

Leverage your network to find people who can assist you with **connections** to people who will impact your life



Making Connections that Fuel Innovation!

Confidential; Not for Distribution. December 5, 2011

Connections Through People

- Lab mates
- Former colleagues
- Individuals you meet at events
- Biotech professionals who speak at events
- Friends
- Mentors
- LinkedIn connections



Follow Up With Your Network

- Use LinkedIn to keep in touch
- Send a thank you note (hand written preferred)
- Try to help your contacts – 2 way relationships go along way!
- If you get a job, update your contacts to keep in touch.
- Relationships are built over time



Relationships are built over time

- Be patient
- Be yourself
- Relationships take time to mature
- Nurture them and watch them flourish!



A Point to Consider

If you have coffee once a week with someone new, you will have

- in 1 year, 52 new contacts
- in 5 years, 260 new contacts
- in 10 years, 520 new contacts

Plus new connections from all of their connections



Making Connections that Fuel Innovation!

Confidential; Not for Distribution. December 5, 2011

Elevator Pitches



Making Connections that Fuel Innovation!

Confidential; Not for Distribution. December 5, 2011

Importance of Elevator Pitches

- Having a polished elevator pitch ready makes a memorable first impression.
- Shows that you can communicate effectively.
- Should be a short (~30 second) description of your background and what you are looking for. **(being succinct is key!)**
- If people want to learn more, then they can ask you for more details.
- Provide the listener with an opportunity to assist you.



Sample Elevator Pitch

Hello (Ellen). My name is Lauren and I am a (post doc) at (Columbia) studying (neuroscience – specifically Alzheimer’s formation). I will be finishing up in (6 months) and looking for a (research role) in a (smaller biotech). What is your background?



Utilizing your Network

Utilize your **network** to find the resources you need



Making Connections that Fuel Innovation!

Confidential; Not for Distribution. December 5, 2011

LinkedIn Connections

- Search your contacts to see who knows people or companies that you are interested in
 - Ask them for an intro or referral
- or**
- Ask them for insights on the person or company



Referrals are Important in Careers

- Getting a referral into a company for a role is very important
- Shows you are focused
- Networked
- Not just a random application



Tips for Networking



Making Connections that Fuel Innovation!

Confidential; Not for Distribution. December 5, 2011

Working the Room

- Arrive Early
- Develop Your Elevator Pitch
- Have Business Cards
- Opening Lines
- Two Sided Network
- Coffee, Food, Drinks...
- Bring a Friend




Follow Up

- Business Cards
- LinkedIn
- Keeping track of people (SalesForce)
- Contacting via Email and Phone
- Keeping in Touch
- Finding Reasons to Follow up
 - i.e news feeds, press releases, etc



TIPS to Follow up with your Network

- Use LinkedIn  to keep in touch
- Send a thank you note (hand written preferred)
- Try to help your contacts – 2 way relationships go along way!
- If you get a job, update your contacts to keep in touch.
- Relationships are built over time



Online Presence



Making Connections that Fuel Innovation!

Confidential; Not for Distribution. December 5, 2011

Overseeing Your Online Presence

- Your online avatar meets the hiring manager before you do
- Online material lives forever
- Privacy rights vs. due diligence



Using LinkedIn

- >30% of jobs are filled using LinkedIn
- If you are serious about your career, you will be on LinkedIn
- Add details about your research/background
- Build out your profile
- Join LinkedIn groups to keep informed



Building Your LinkedIn Profile

- Details from your resume to build out your experiences
- Interest groups, affiliations
- Details about leadership activities, AWIS, HBA, WEST, post doctoral association, etc.
- Details about research
 - Techniques, publications, conference presentations, etc
- Picture



FIRST, LAST, Ph.D.

Address

City, State, Zip

Email: NAME@hotmail.com

Home Phone

Cell Phone

Professor: Course for subject area in genetics

- Course 1
- Course 2

Research:

Specialist in research area focusing on neurobiology

Expert in animal models of disease states

Extensive knowledge in research area with >20 peer-reviewed publications

Professional Experience

2010- Present

Harvard School of Medicine, Boston, MA

Instructor and Course Director for Graduate Classes

2004–2009

Harvard School of Medicine, Boston, MA

Postdoctoral Research Associate at the Department of [NeuroBiology](#)

1999-2003

University of Pennsylvania, Philadelphia PA

Research Fellow

1995-1998

University of Pennsylvania, Philadelphia PA

Research Assistant

Education

2003

Ph.D. in [NeuroBiology](#), University of Pennsylvania

1995

B.A. in [Molecular Biology](#), UCSD, CA

Awards

2006-2007 Exploratory research grant RXX XXXXX from NIH

2004-2006 Postdoctoral Research Fellowship Award



FIRST LAST Ph.D.
ADDRESS, CITY, STATE, ZIP
Phone, EMAIL: Name@hotmail.com

SUMMARY OF QUALIFICATIONS

- Experienced scientist with focus on neurobiology an signaling pathways involved in development
- Skilled in gathering, analyzing and synthesizing data and developing/testing of new hypotheses
- Excellent writing, verbal communication and presentation skills
- Experienced in scheduling, budgeting and leading projects for nonprofit organizations
- Demonstrated ability in writing successful grants, teaching materials and engagement proposals

PROFESSIONAL EXPERIENCE

Harvard School of Medicine, Boston, MA 2010- Present
Instructor

- Directing Research Seminar focusing in Developmental Neurobiology
- Developing the content (lectures and case studies) for the coursework
- Taught two courses each semester, 25 graduate students per course

Harvard School of Medicine, Boston, MA 2004 –2009
Postdoctoral Research Associate, Department of Neurobiology

- Published the first report on the involvement of novel receptor to neural development and growth
- Unraveled the molecular mechanism utilizing XX research areas
- Reported on novel receptor for its functional implications for conditional gene inactivation
- Demonstrated the involvement of this receptor in a specific disease state
- Presented research at the annual NSF conference
- Experienced in other research areas such as XX, XX, and XX

University of Pennsylvania, Philadelphia, PA 1999-2003
Research Fellow

- Investigated mechanisms of intracellular signaling pathways of growth factors.
- Conducted cloning and biochemical characterization of proteins involved in neural development
- Performed assays including XX, XX, and XX
- Established a mammalian/insect cell-based transient and stable cell lines for protein expression, purification and protein interaction studies

SCIENTIFIC ACCOMPLISHMENTS

- Demonstrated the role of novel receptor in neural development
- Unraveled the mechanism by which the receptor is controlled
- Developed an animal model to evaluate efficacy

PRESENTATIONS

- NSF conference, "Novel Receptor and it's Importance" 2008
- Keystone Research Conference oral presentation 2006

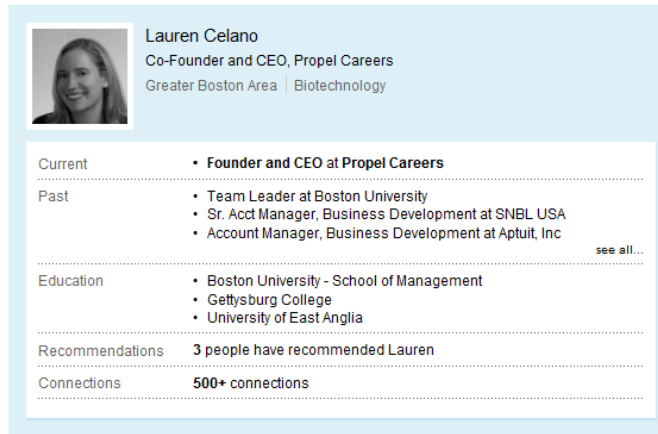
EDUCATION

University of Pennsylvania, Philadelphia, PA 2003
Ph.D. in NeuroBiology



Example

LinkedIn



Lauren Celano
Co-Founder and CEO, Propel Careers
Greater Boston Area | Biotechnology

Current • **Founder and CEO at Propel Careers**

Past • **Team Leader at Boston University**
• **Sr. Acct Manager, Business Development at SNBL USA**
• **Account Manager, Business Development at Aptuit, Inc** [see all...](#)

Education • **Boston University - School of Management**
• **Gettysburg College**
• **University of East Anglia**

Recommendations **3 people have recommended Lauren**

Connections **500+ connections**

Lauren Celano's Summary

Successful business development professional with a proven track record of establishing strong relationships, growing existing client relationships, and managing complex projects. Diverse knowledge of drug discovery and development areas and experience with small and large molecule development programs.

Lauren Celano's Experience

Founder and CEO Propel Careers

Privately Held; Human Resources Industry
April 2009 – Present (2 years 2 months)

Propel Careers is a recruitment firm focused on delivering a wide array of placement and career development services in the life sciences sector. Whether you are an undergraduate or graduate student, a recent graduate, or experienced professional, Propel's resources and network can be an asset to your career growth. The Propel website (www.propelcareers.com) contains information on how we can assist you with:

- Recruiting services for full-time positions with leading life sciences companies
- Securing a project based opportunity or internship in the life sciences sector
- Identifying a seasoned professional who can serve as a mentor
- Career counseling and resume review
- Networking

Please contact me at Lauren@propelcareers.com with any questions about how we might be able to help you.



Making Connections that Fuel Innovation!

Confidential; Not for Distribution.

December 5, 2011

Example which needs buildout

Experience

Associate Director - Global Marketing

Public Company; ; Biotechnology industry
May 2008 – Present (3 years 1 month)

Product Manager - Oncology -

Public Company; 10,001+ employees; Pharmaceuticals industry
January 2007 – May 2008 (1 year 5 months)

Cardiovascular specialty sales

Public Company; , Pharmaceuticals industry
September 2003 – January 2007 (3 years 5 months)

Sales representative for cardiovascular portfolio at covering the Washington, DC territory.

Senior Account Executive

Public Company; Marketing and Advertising industry
August 2001 – July 2003 (2 years)

Managed marketing and advertising for pharma and biotech clients in Oncology.



Making Connections that Fuel Innovation!

Confidential; Not for Distribution.

December 5, 2011

On-Line Presence – A Picture of You

Will your on-line presence resonate with someone who doesn't already know you personally?



Job Search Tips

- Make a target list of companies/roles that interest you
- Try to identify people who can help you find more about the company/role
- Track your progress and grow/change the list over time
- Be strategic and focused



Making Connections that Fuel Innovation!

Confidential; Not for Distribution. December 5, 2011

HR Professionals and On-Line Searching

- Many use LinkedIn and key word searches
- Many post opportunities on LinkedIn groups
- Many search conferences to identify individuals relevant to them
- They want to see
 - “professional pictures”
 - a sense that you would represent them well if hired



Making Connections that Fuel Innovation!

Confidential; Not for Distribution. December 5, 2011

Facebook

- Do not have a silly Facebook profile photo
- Be careful of being tagged in pictures
- Pay attention to your activities and interests – ensure they do not say things like drinking, wasting time, not showing up to work, etc
- Do not synchronize LinkedIn with Facebook

Activities and Interests

 Edit

Other

Mass High Tech, BWK Capital Management, Red C Marketing, Boston University Alumni Association, MassChallenge, The Dobbyn Foundation, LehmanMillet, BostInnovation.com, Boston World Partnerships



Making Connections that Fuel Innovation!

Confidential; Not for Distribution.

December 5, 2011

Twitter

- Can provide thought leadership
- Can allow you to follow companies/people you are interested in
- Can allow you to know “what’s happening” in real time
- Can be used in conjunction with blogs to create a social presence

Blogs

- Can show thought leadership
- Allow individuals to follow your thoughts
- Can provide a forum for you to discuss your achievements
- Can be a strong compliment to your resume and LinkedIn profile
- **WordPress** is a site you can use to create a blog



Google reader

- Allows you to follow companies or people
- Provides daily or weekly news feeds
- Provides insight into companies that may be hiring
- Great resource for background information if interviewing with company



Lessons Learned

- Timing is powerful
- Chance favors the prepared mind
- Relationships are built over time
- Elevator pitches do happen
- Be open to meeting people and follow up to build relationships
- Have something to “offer” the person you are networking with – relationships are two-sided
- Relevant contacts can come from friends, business relationships, classmates, networking contacts, ...



**You never know when a
conversation or meeting may foster
future opportunities...**



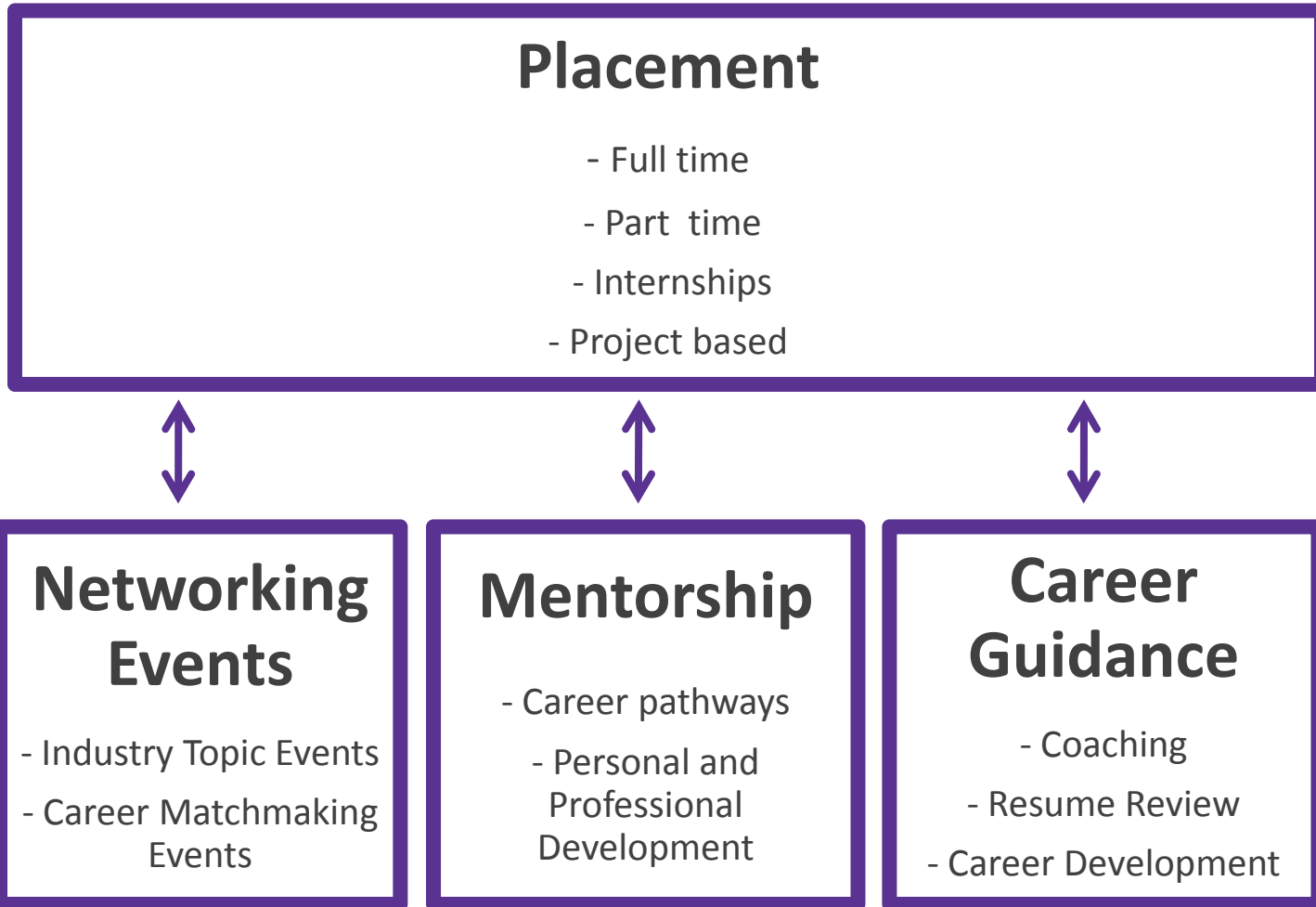
Propel Careers

Propel Careers is a life science search and leadership development firm that specializes in connecting innovative, entrepreneurial companies and like-minded professionals in a more efficient and personal manner

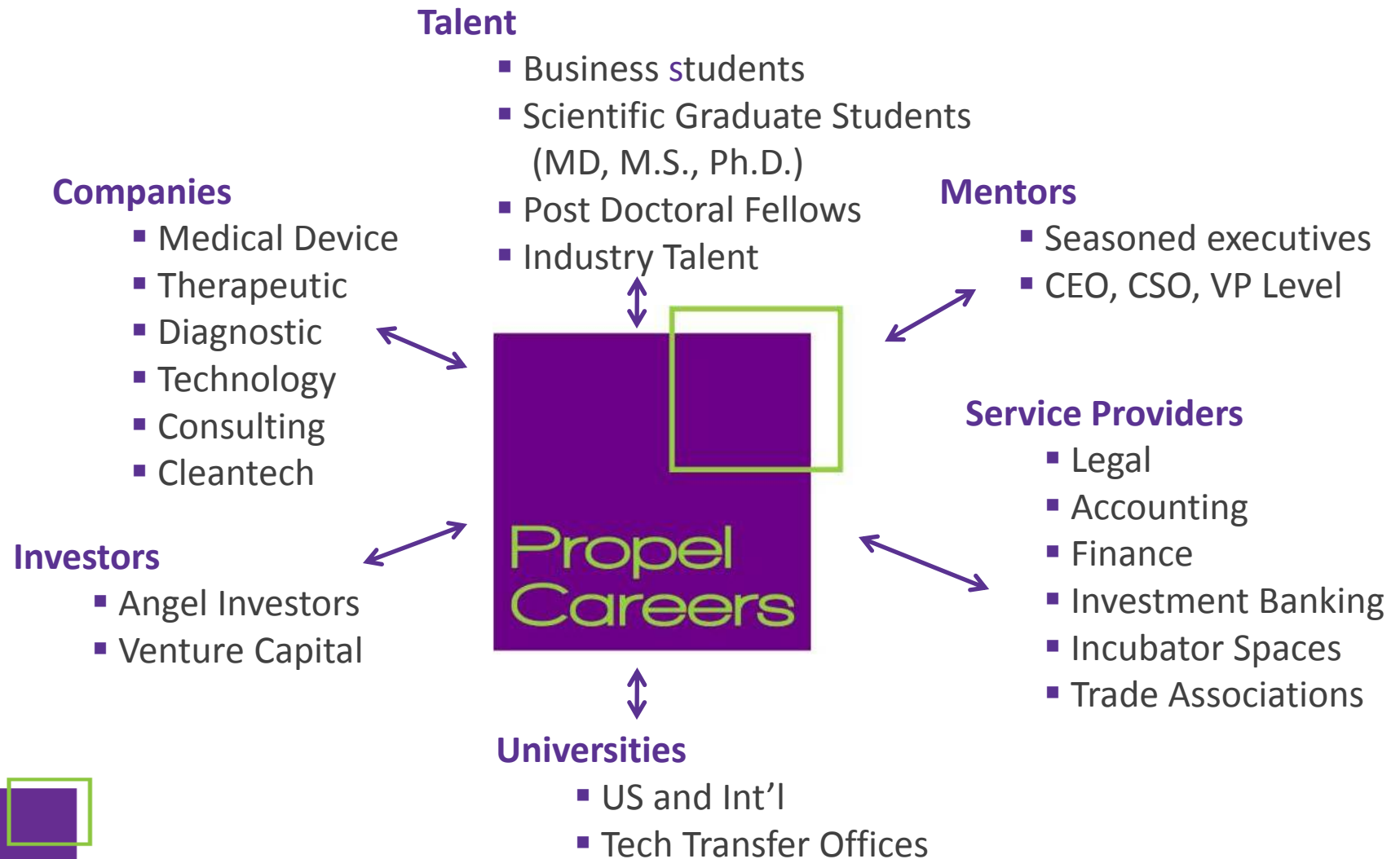
www.propelcareers.com



Propel Careers Focus



Propel: A Connector Network



Contact Details

Lauren Celano

Founder and CEO

Propel Careers

222 Berkeley St, Suite 1960, Boston MA 02116

work: 617-896-5224, cell: 215-370-2285

email: Lauren@propelcareers.com

Blog: <http://www.propelcareers.com/blog/>

Twitter: http://twitter.com/Propel_Careers

Facebook: [Propel Careers](#)

Linked in: [Propel Careers](#)

Fueling Innovation. Fostering Leaders.

www.propelcareers.com



Making Connections that Fuel Innovation!