

# *Networking Insights*

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**August 14, 2012**

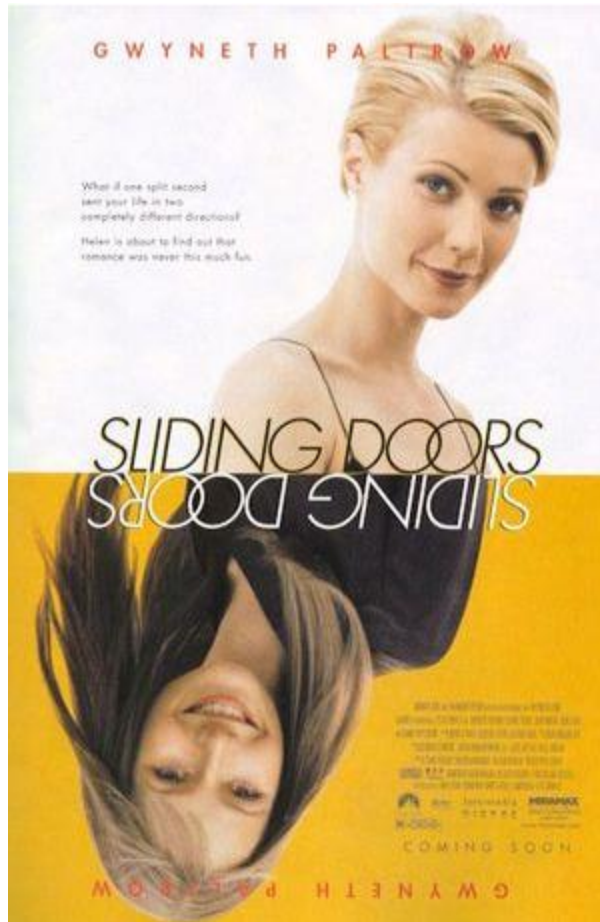
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# The Power of Timing



- All about the what if...

# Networking Lessons

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- Put yourself in situations to meet **who** you want to meet and learn **what** you want to learn
- **Leverage** your network to find people who can assist you with **connections** to people who will impact your life
- Have your **elevator pitch** ready
- **Utilize** your **network** to find the resources you need
- Networking Tips



# Making Connections

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

# Connections Through Organizations

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- **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

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## 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](http://www.NEDMDG.org)

# Connections with Smaller Companies

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## Entrepreneurially Focused Networking Groups:

- 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/](http://www.nyctechconnect.com/)
- Technology Transfer Office Events, Xconomy Forum Events
- Life Science Meetups

## Incubators/Incubator Spaces

- MassChallenge: <http://www.masschallenge.org>
- Tech Stars: <http://www.techstars.org/>
- Dog Patch Labs: <http://dogpatchlabs.com/>
- North Shore Technology Council – [www.nstc.org](http://www.nstc.org)
- Cambridge Innovation Center: [www.cictr.com](http://www.cictr.com)

# Networking through News Sources

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## News/PR Sources

- Fierce Biotech
- Xconomy
- BioSpace
- Bioworld
- **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

# International Consulates for Networking

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

# Additional Networking Opportunities

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

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

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# Networking

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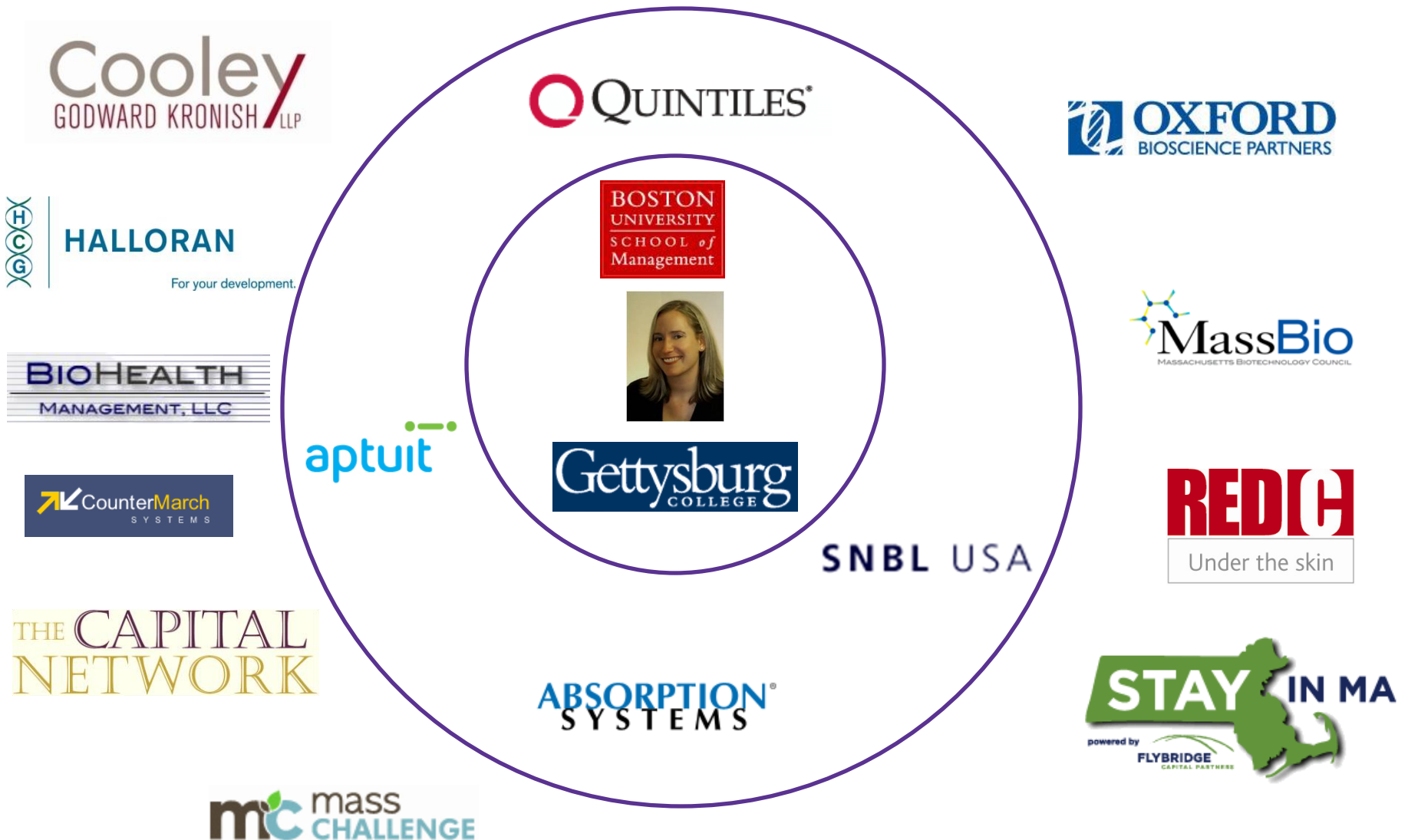
**Leverage** your network to find people who can assist you with **connections** to people who will impact your life

# Connections Through People

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- Lab mates
- Former colleagues
- Friends
- Mentors
- Organizations that you are a part of
- Individuals you meet at events
- Biotech professionals who speak at events
- LinkedIn connections

# Levels of Networking



# A Point to Consider

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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**

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# Elevator Pitches

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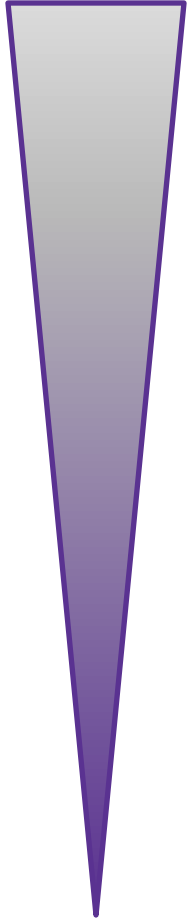
# Sample General Elevator Pitch

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

# Three Levels of Elevator Pitches

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- **The overview pitch** – networking events, cocktail hours, people who don't know much about your area
- **The deeper dive** – meant for someone who knows a little about your area
- **The really deep dive** – meant for someone who knows your specific area

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# Utilizing your Network

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

# Linkedin Connections

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

# Advanced Search Feature - LinkedIn

[Home](#) [Profile](#) [Contacts](#) [Groups](#) [Jobs](#) [Inbox 979](#) [Companies](#) [News](#) [More](#) [People](#)  [Advanced](#)

[Find People](#) **Advanced People Search** [Reference Search](#) [Saved Searches](#) [Profile Organizer](#)

**Keywords:**

**Title:**

**First Name:**

**Company:**

**Last Name:**

**School:**

**Location:**

**Current or past**

**Country:**

**Current or past**

**Postal Code:**  [Lookup](#)

**Within:**

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**Industries:**

☒ All Industries  
☐ Accounting  
☐ Airlines/Aviation  
☐ Alternative Dispute Resolution  
☐ Alternative Medicine

**Relationship:**

☒ All LinkedIn Members  
☐ 1st Connections  
☐ 2nd Connections  
☐ Group Members

**Seniority Level:**

☒ All Seniority Levels  
☐ Manager  
☐ Owner  
☐ Partner  
☐ CXO  
☐ VP  
☐ Director  
☐ Senior  
☐ Entry  
☐ Students & Interns

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# Tips for Networking

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# Working the Room

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

# Opening Lines

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- Name Tags

- What do you do at \_\_\_\_\_ company ?
- You work at \_\_\_\_\_ company – I just read about them in \_\_\_\_\_
- How long have you been at \_\_\_\_\_ company?

- Panel events

- What brought you to this event?
- Have you heard the speaker talk before?
- Is there anyone you are looking to meet at the event?



# Follow Up

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- Business Cards
- LinkedIn
  - Mention where you met the person
  - Customize LinkedIn connection email
- Keeping track of people (SalesForce, excel)
- Keeping in Touch
  - Finding Reasons to Follow up (i.e. news feeds, press releases, etc)

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# Online Presence

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# Using LinkedIn

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- **>30% of jobs are filled using LinkedIn**
- This is not just for filling jobs...
  - Networking event follow-up
  - Informational Interviews
  - Keeping in touch
  - Searching for types of roles / companies to gain insight

# Build out Your Profile





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

Current	<ul style="list-style-type: none"><li>• <b>Founder and CEO at Propel Careers</b></li></ul>
Past	<ul style="list-style-type: none"><li>• Team Leader at Boston University</li><li>• Sr. Acct Manager, Business Development at SNBL USA</li><li>• Account Manager, Business Development at Aptuit, Inc</li></ul> <a href="#">see all...</a>
Education	<ul style="list-style-type: none"><li>• Boston University - School of Management</li><li>• Gettysburg College</li><li>• University of East Anglia</li></ul>
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](http://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](mailto:@propelcareers.com) with any questions about how we might be able to help you.

# VS

## 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 territory.

covering the Washington, DC

### 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.

# Building Your LinkedIn Profile

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- 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

# Lessons Learned

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- 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...**