

Networking Insights

August 14, 2012

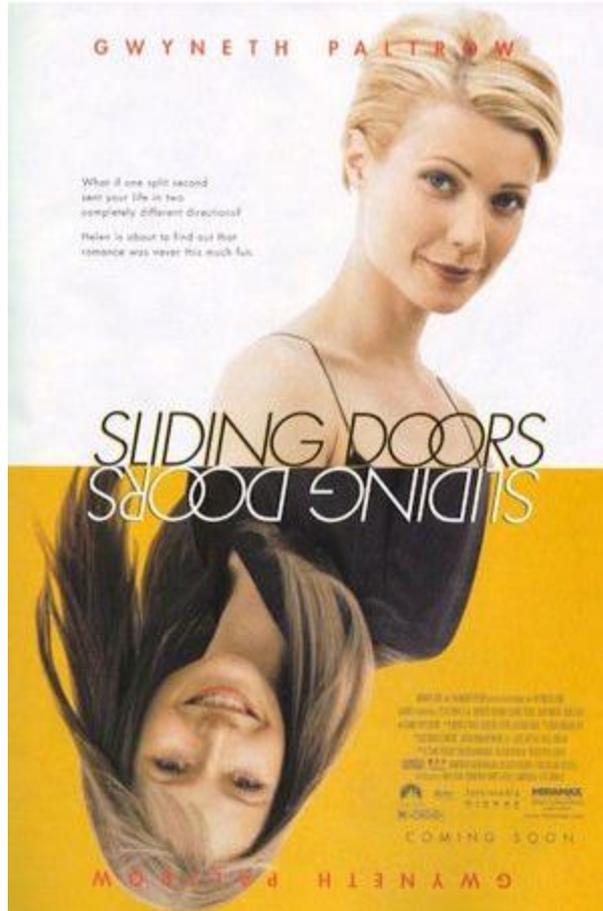
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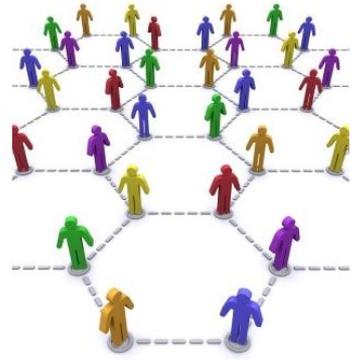
The Power of Timing



- All about the what if...

Networking Lessons

- 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

- **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

Connections with Smaller Companies

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/
- 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
- Cambridge Innovation Center: www.cictr.com

Networking through News Sources

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

- > 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

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

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

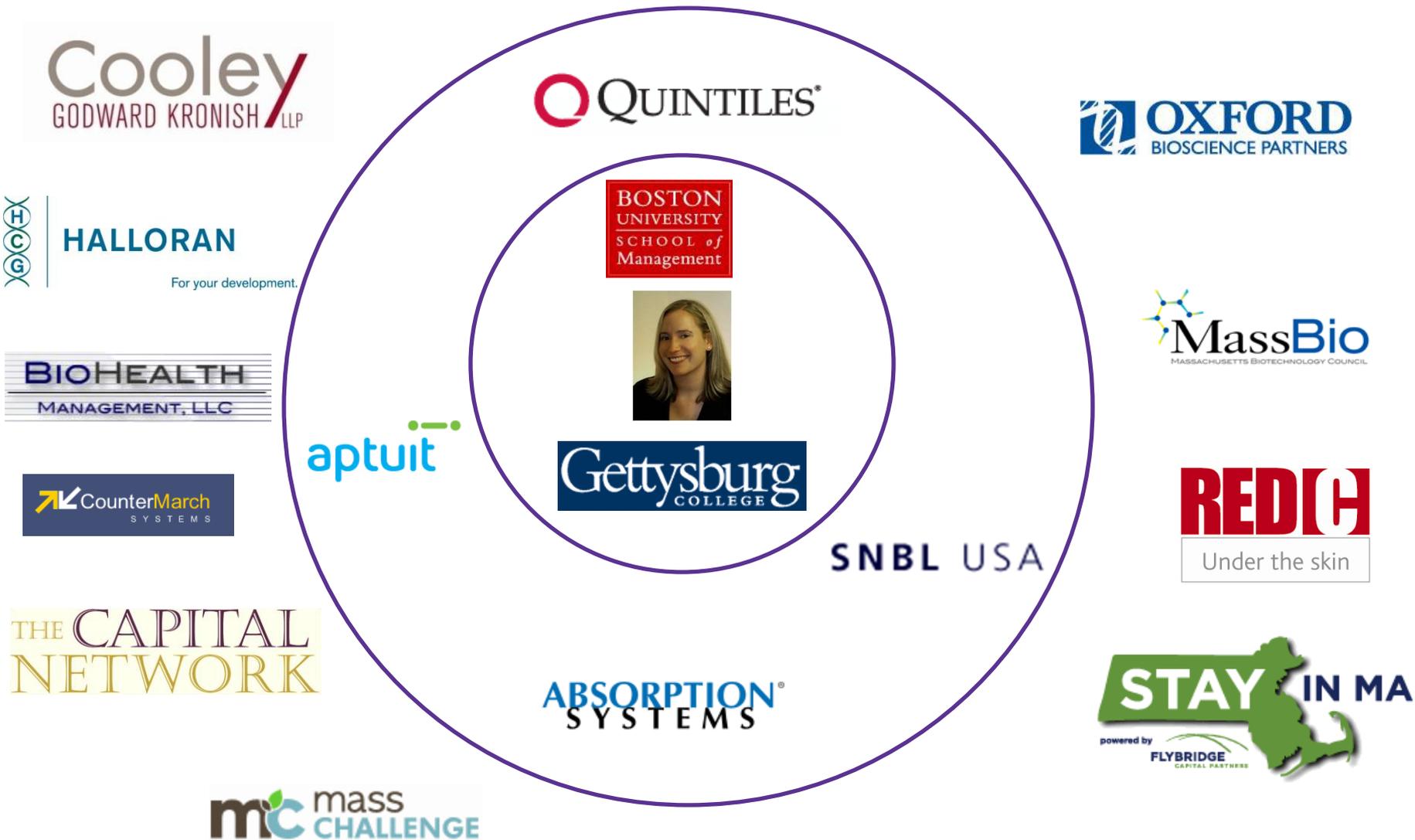
Networking

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

Connections Through People

- 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

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

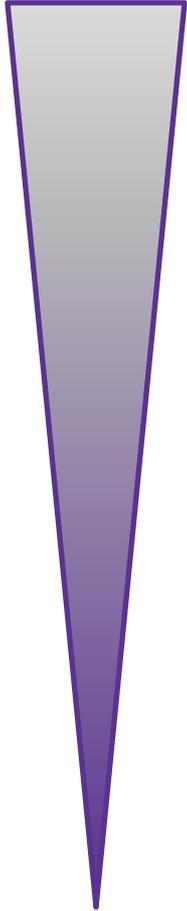
Elevator Pitches



Sample General Elevator Pitch

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



- **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

Utilizing your Network

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

LinkedIn Connections

- 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

Find People **Advanced People Search** Reference Search Saved Searches Profile Organizer

Keywords:

First Name:

Last Name:

Location:

Country:

Postal Code: [Lookup](#)

Within:

Title:

Company:

School:

Search

Industries:

- All Industries
- Accounting
- Airlines/Aviation
- Alternative Dispute Resolution
- Alternative Medicine

Relationship:

- All LinkedIn Members
- 1st Connections
- 2nd Connections
- Group Members

Seniority Level:

BETA 

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

Tips for Networking

Working the Room

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

Opening Lines

- 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

- 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)

Online Presence

Using LinkedIn

- **>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

- **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.

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

- 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

- 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...