



**Expanding Your Network  
(and Career) Using  
LinkedIn**

A smaller version of the autm logo is positioned in the bottom left corner. The main content of this section is the title 'Expanding Your Network (and Career) Using LinkedIn' in a large, bold, black sans-serif font. A horizontal line with a color gradient from red to yellow is located above the word 'LinkedIn'.

## Meet the Presenters: Glen Gardner

- President, Vortechs Group
- Founded the Vortechs Group in 1998, a recruiting firm specializing in
  - Technology Transfer
  - Commercialization
  - Intellectual Property Management
  - Economic Engagement
  - Open Innovation
  - External Innovation Management
- Work mainly with universities, as well as national laboratories, research centers, and hospitals
- [linkedin.com/in/glengardner](https://www.linkedin.com/in/glengardner)



## Meet the Presenters: Michael Dilling, PhD

- Executive Director of the Baylor Licensing Group in BCM Ventures.
  - Position held since 2011.
  - 5 Licensing Associates on my team. I hired four of them.
  - Leading current efforts to reformulate technology commercialization at BCM.
- 20 years experience in academic technology transfer.
  - Gratifying, rewarding career where you can make a lasting difference.
  - Love the job (most days!); still learning something new every day.
  - Love my team – they keep me coming back to work each day.
- Ph.D. in Genetics from Texas A&M Univ.; MBA from University of Memphis.
- AUTM volunteer since 2001
  - Get involved in your professional organization!
- [linkedin.com/in/michael-dilling-7587753](https://www.linkedin.com/in/michael-dilling-7587753)



## Meet the Presenters: Kelsey Kerstetter

- Worked in Career Services since 2013
- Certification in Career Coaching through NACE, National Association for Colleges and Employers
- Currently the Marketing Coordinator and Career Coach for the Vortechs Group
- [linkedin.com/in/kelseykerstetter](https://www.linkedin.com/in/kelseykerstetter)



## LinkedIn Basics: A Quick Overview



Every LinkedIn profile needs the following:

- A **professional** headshot
- A keyword rich headline
- A summary that highlights your skills and expertise; what is the first thing you want recruiters and employers to know about you when they view your profile?
- An experience section that is focused on your career path now – you don't need a whole employment history, just the jobs relevant to your current career
- Bullet points highlighting your skills and accomplishments in your experience section
- A complete skills section – up to 50 of your top skills
- A complete education section so you can connect with fellow alumni



## Now that you have a complete profile...

Networking is the **#1** way to find a new job and is an essential part of the job search

- So, how do you network on LinkedIn?



## 1. Search for people you already know

Use your current network to grow your network.

Why?

- Once you connect with someone, you can connect with their connections
- Good way to stay connected with colleagues, mentors, and leadership in your current and past roles



## 2. Search for people you have something in common with

- People in your industry – use keyword search
- Find fellow alumni at your alma mater
- Join groups relevant to your career



## 3. Connect with the people you meet

- Connect with individuals you meet at professional conferences, webinars, networking events
- In all cases, send a **personalized** message. Don't treat it as *optional*:

Invite Sarah to connect
×

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Build a quality network by connecting only with people you know.

Message (optional)

Ex: We know each other from...

300 / 300

■ **PREMIUM**  
 Don't know Sarah? Send an InMail with Premium to introduce yourself. More people reply to an InMail than a connection request.  
[Try Free for 1 Month](#)

Cancel
Send invitation



## 4. Comment on content

Read and comment on content shared by your connections

- Keeps you fresh in people's minds
- A good way to check-in with your network



## 5. Share meaningful content

Keyword: *meaningful*

- Articles, advice, jobs, and news that are relevant
- Don't fill up your connections' homepages with unnecessary "junk;" you don't like junk mail, and your connections won't either
- Keep it professional
- Tag people



## Grow your career by **engaging** with your network

- Don't just connect, ENGAGE
  - That is how you set yourself apart on LinkedIn
- Share articles with specific individuals
  - "I came across this article and it reminded me of our conversation last month. I would love to hear your thoughts and I hope you are doing well!"
- Let people know if you are job searching!
- Ask for advice, expertise
- Connect with recruiters, especially if you are job searching



## A Recruiter's Point of View

Use these tools to help expand your career

- Mutual Connections
- "People Also Viewed"
- Job Alerts
- Who Viewed Your Profile
- Search by Title
  - Use "" and & sign
- Activities – add content, comment
- Indeed Searches



## A Tech Transfer Director's Point of View

- Focus on connecting with colleagues that I know personally, or with whom I have met, interacted with, and might expect to interact with again.
  - I don't say "yes" to everyone. Get bombarded with requests.
  - I'm **very** selective about accepting invitations from service providers.
    - Often leads to spam and phone calls.
- Great way to stay in touch with colleagues you meet at AUTM or other professional gatherings.
  - Link with individuals with whom I've exchanged business cards.
  - What did I do with that business card I got six months ago??
- Increasingly use the messaging function to keep in touch with colleagues in other locations.
- Boundaries
  - Linked-In for professional connections.
  - Facebook/Instagram for personal. I rarely mix them.



## A Tech Transfer Director's Point of View

- Regularly post significant professional updates
  - New deal getting signed.
  - Start-up company closing a fundraising.
  - Release of new TTO Annual Report.
  - Post meaningful content, no "fluff."
  - Most colleagues that I know/respect do this well.
- Keep your profile updated on a regular basis.
- Stay away from anything political.





## A Tech Transfer Director's Point of View

- Great tool for locating contacts at companies that might represent licensees/commercial partners
  - Only reach out if the information you want to share is relevant to the other person. Ask them.
  - Be very respectful of their time.
- Most of our strong/meaningful commercial relationships come through contacts made by our faculty members.
  - Faculty are increasingly commercially-savvy and well-connected.
  - Link with them if they're active; see who they've linked with.



## Marketing Technologies Using Linked-In

- Do your homework: The company will only be interested if the technology can add value to them.
  - Look for appropriate matches
    - Our technology fits nicely into their product development pipeline.
    - Our technology falls in to a focal area of research at the company.
    - Our technology enables a companion product or service that adds value to a company's product.
  - How?
    - Leverage industry contacts that your faculty already have.
      - **Most key commercial relationships that we have come through faculty contacts. Pick the low-hanging fruit first.**
    - Keyword searching on Google, biotech new sites like Fierce Biotech, Conference sponsor lists, speaker lists, Global Data market database.
      - From these sources, you can identify points of contact at companies.
      - BD person might be great, but a company scientist (who can serve as an internal champion for your technology) might be even better.



## Marketing Technologies Using Linked-In

- Once you've identified points of contact, search for them on Linked-In.
  - Read their profiles.
  - Appropriate point of contact?
    - Chief Scientific Officer; Director of Research in \_\_\_\_\_; VP of R&D, VP of Scientific Affairs.
    - Academic Alliance Director.
    - VP Business Development.
  - Message them through Linked-In's messaging function:
    - Succinct and specific. "Our professor at \_\_\_\_\_ has developed a novel approach to \_\_\_\_\_ that results in \_\_\_\_\_. Given that you have an active program in \_\_\_\_\_, I thought this might be of interest. Can I send you more non-confidential information?"
  - If they don't respond, and you don't have their email, what to do?
    - Company email formats often not difficult to figure out.
    - Press releases, SEC filings, etc.



## Marketing Technologies Using Linked-In

### Building "Buzz" About Your Institution:

- Profiles of key faculty members.
  - Why would an industry partner want to work with them?
- Profiles of key research initiatives at your institution.
  - What are you really good at? Why should a company want to work with you?
- Short summaries your "top five" hottest technologies.
- Press releases/announcements of agreements.
- Press releases/announcements of outcomes from your start-ups or licensees.
  - May occur long after the deal is signed.
  - But for the deal you did, the great outcome never would have happened.
- Notices of significant new research awards.



## Linked-In as a Hiring Tool

### When hiring, I check the Linked-In profile of potential hires

- Linked-In content consistent with resume?
- Profile up-to-date?
- Do they engage, and post content?
- If no, doesn't knock an otherwise good candidate out of contention.
  - I know many successful people who have minimal presence on social media.

Factors that impact the hiring decision:

### The "Hard" skill sets:

- Strong oral and written communication skills
  - Ability to clearly communicate complex ideas and information.
  - Ability to understand the audience with whom you're communicating.
- Technical background appropriate to the technology portfolio that the candidate will manage.
- Track record of accomplishment.



## Linked-In as a Hiring Tool

### Factors that Impact the Hiring Decision

### The "Soft" skill sets:

- A customer-service focus – an orientation toward providing excellent service and a commitment to deliver.
- A positive mindset and outlook. This job can be tremendously rewarding, but it can also be very humbling. Success depends on an "eternally positive outlook."
- A desire for lifelong learning and growth.
- Resilience. Ability to bounce back after a setback.
- A sense of humor. Some days the ability to laugh at the job gets you through the day.
- Have to check your ego at the door.

Soft skills are every bit as important as the hard skills for success.

Can't assess the soft skills through a Linked-In profile.



## A Tech Transfer Director's Point of View

Linked-In is great,  
but has limitations:

LIFE & STYLE

### Is LinkedIn a Waste of Time?

Professional platform might fail as a social-media diversion, but experts argue that it's still a career builder



REACH OUT AND TOUCH...NOTHING MUCH? Skeptics question the value of LinkedIn, on which users spend a mere 17 minutes a month.  
ILLUSTRATION: FRANCESCO CICOLELLA

By Ashley Mateo  
Updated Jan. 15, 2020 3:01 pm ET



## A Tech Transfer Director's Point of View

"Is LinkedIn a Waste of Time?", Wall Street Journal, January 15, 2020.

- 673 million users.
  - Most don't update or maintain their profiles.
- LinkedIn users spend 17 minutes a month on LinkedIn vs. 35 minutes a day on Facebook.
- LinkedIn Spamming.
- Meaningful connections vs. meaningless connections. Or, valuable connections vs. value-less connections:
  - Do your "connections" actually yield anything?
- Time requirement to maintain a profile, and post updated information.

I do think LinkedIn is valuable:

- Easier to maintain contact with professional colleagues that I see or speak with infrequently.
- Posts do get read, and generate responses from network.
- Great forum for sharing professional accomplishments – personal, employer, network.
- Great forum for searching for your next career opportunity.
- Great forum for finding potential collaborative partners.



Questions?

