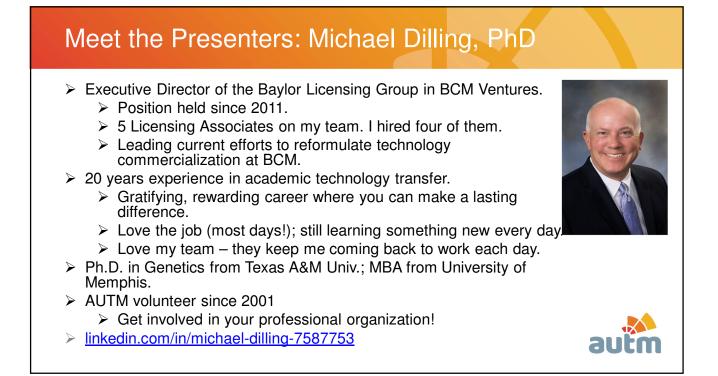




Meet the Presenters: Glen Gardner

- > 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

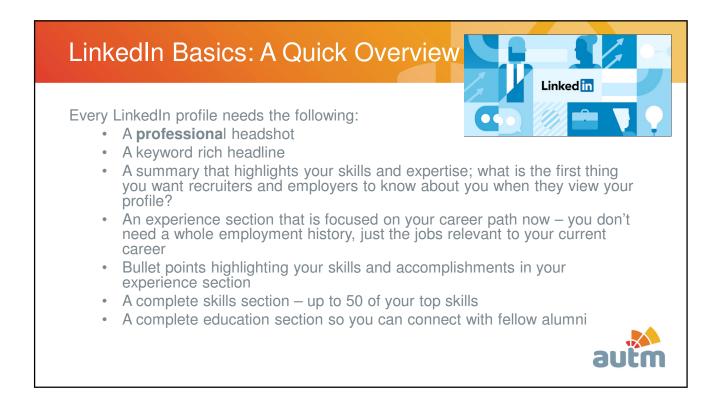


Meet the Presenters: Kelsey Kerstetter

- > 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







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
networking ev	individuals you meet at professional conferences, webinars, ents end a personalized message. Don't treat it as <i>optional</i> :
	Invite Sarah to connect X
	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

<section-header> A good way to check-in with your networking New or the set of the set

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.



- > 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.







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: <u>Succinct and specific</u>. "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

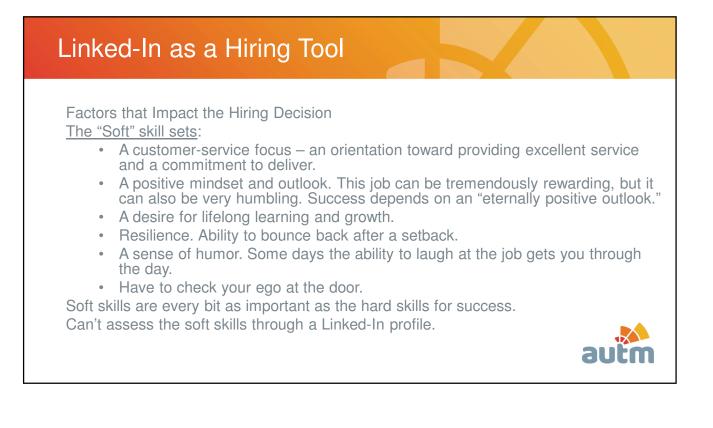
When hiring, I check the Linked-In profile of potential hires

- · 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.





A Tech Transfer Director's Point of View	
 "Is Linked-In a Waste of Time?", Wall Street Journal, January 15, 2020. 673 million users. Most don't update or maintain their profiles. Linked-In users spend 17 minutes a month on Linked-In vs. 35 minutes a day on Facebook. Linked-In 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. Ido think Linked-In 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. 	učm

