Professional Network Development and Strategy: Developing Your Professional Image

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Introduction

Suzanne L. Zebedee, Ph.D.
Senior Client Partner
Co-Leader, Biotechnology Sector
Life Sciences Practice
Korn/Ferry International
Agenda

• Speaker Background
• Career Planning/ Market Plan
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  ➢ Networking
  ➢ Using social tools
• Interviewing
  ➢ Preparation
  ➢ Top things NOT to do
• Interview skill sets
• Negotiating
• General Economy Today
Suzanne L. Zebedee is a Senior Client Partner in Korn/Ferry International’s Silicon Valley office. She is a member of the Global Life Sciences Market and serves as the Co-Leader of the Firm’s Global Biotechnology Sector.

Dr. Zebedee’s focus is with organizations seeking senior executives for leadership roles, including research and development, business development, operations and general management. She has broad experience with life sciences companies at a variety of stages including venture-backed biotechnology start ups, public biotech companies and pharmaceutical companies.

Dr. Zebedee has recruited executives for many functions including chief executive officers, chief business officers, chief commercial officers and leaders for research and development teams, including discovery research, pre-clinical and clinical roles.

Prior to joining Korn/Ferry in 2000, Dr. Zebedee’s background is directly from the life sciences industry. She spent more than a decade in the biotechnology and pharmaceutical industry, including roles as a senior executive at Immusol, Inc., a privately held company focusing on genomics technologies and therapeutics, and Applied Molecular Evolution, formerly Ixsys, Inc. Dr. Zebedee also held positions at the R.W. Johnson Pharmaceutical Research Institute, Pharmacia and SIBIA.

Dr. Zebedee received her Ph.D. in biochemistry, cell biology and molecular biology from Northwestern University and her bachelor’s in biochemistry from Mount Holyoke College (magna cum laude).
Career Planning
Your Market Plan
Career Planning

Personal Market Development: Your CV

• Consider this as your cold introduction to new opportunities
• CV/resume development:
  ➢ overall style, consistency
  ➢ single page/multiple pages
  ➢ include publications/patents
  ➢ simple, yet inclusive of accomplishments
  ➢ positioning for what you want to do
• No right or wrong way to market yourself
• Proof, proof, proof, and have others read it
Core Components

NAME
ADDRESS
CONTACT
OBJECTIVE
EDUCATION
EXPERIENCE
  company, date
    title, accomplishments
  company, date
    title, accomplishments
OTHER
  hobbies, board memberships, volunteering
Networking

- Conferences
- Professional Events
- Advertised Opportunities
- Company/academic targets
- School/family connections
- Be opportunistic, but not pesky
Using Social Tools

Social Tools can Help You to Broaden your Network

• Linked In
• Facebook
• Twitter
• Other
Interviewing

Personal Introduction
Interviewing

- Scheduling
- Preparation
- Appearance
- Attitude
- Expression of Interest

Don’t try to be something that you are not!
Interview Don’ts

1. Don’t Be Late—or Too Early

The best impression you can give is to show up for your interview on time.

2. Don’t Give a Wimpy Handshake

You can tell a lot about a person from an introductory handshake.
Interview Don’ts

3. Don’t Slouch in Your Chair

According to Body Language for Dummies, slouching gives the “impression of being dull, uninterested or lacking confidence”—all bad signals to send during the interview process.

4. Don’t Stare Off Into Space

Many of us naturally look around when we are trying to think of something to say.
5. Don’t Go Unprepared

Research the company’s website, stay up to date about industry trends and think about what kind of answers you’ll give to standard interview questions. Additionally, have a few smart questions prepared for the interviewer.

6. Don’t Forget Your Manners

Remember these etiquette musts:
• Smile
• Ask to sit down if a seat isn’t offered
• Thank the interviewer for their time
Interview Don’ts

7. Don’t Forget to Follow-Up

Send an email or a hand-written note
Interview Skill Sets

What are Interviewers Looking For?
Things Interviewers are looking for:

- Passion for the field
- Energy
- Motivation
- Personal differentiation/fit
- Experience – do it again
- Problem solver-challenges
- Interest
- Good questions
- Cultural fit

- Listening Skills
- Team player
- Goal oriented
- Dedication
- Reliability
- Determination
- Pride
- Integrity
- Efficiency/multi-tasking
Negotiating
Make it Personal
Negotiating

- Expectations – be prepared
- Do homework on market
- Cash vs Stock
- Benefits/vacation time/holidays
The Economy Today

Challenges and Opportunities