Career Search Strategy: How to Identify Opportunities and Best Practices for Your Job Search

MGH Office for Research Career Development
Graduate Student Division

Lauren Celano
CEO, Propel Careers
Lauren@propelcareers.com
Outline

- The importance of Self-awareness for your search
- Preparing a search strategy to identify
  - relevant companies /academic institutions
  - positions of interest to you
- Company research using social networks
- Informational interviewing
- Awareness of networking events to attend
- Tips to accelerate your search and maintain focus
Job Searching: The Funnel Effect

I want/can do everything

Actually, maybe there are some jobs that I am better suited for than others

I know exactly what I want to do

When you are here, you should apply
Finding a Career – Where to Start?

A few questions to ask yourself:

- What do you like?
- What are you passionate about?
- What are you good at?
- What motivates you?
- What culture do you want to be in?
- What location do you want to be in?
- What do your peers/advisors think you are good at?

Answers to these questions can narrow down your focus areas as you think about your career.
# Job Search Checklist

- Outline what you want in a job; make a list

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<td>Etc ...</td>
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Articulate What you Want

- Reflecting on these points will help you articulate what you want
  - ✓ Location
  - ✓ Requirements
  - ✓ Responsibilities
  - ✓ Size of company
  - ✓ Salary
  - ✓ Culture
  - ✓ Management style
  - ✓ Etc...

- Think about Short Term and Long Term Goals
Using On-line Tools to Research Companies
Research Organizations

- Connections
- Industry Newsfeeds
- Publications
- Conferences
- Industry Associations
- Trade Groups
- Industry Reports
- Venture Capital Organizations
- LinkedIn
- Blogs
- Web Searches
Industry Reports

Beyond borders
Global biotechnology report 2012

World Preview 2013, Outlook to 2018
The Future of Medtech

From vision to decision
Pharma 2020
Venture Capital Firms to Find Smaller Companies

Venture Capital Organizations Including:

EXCEL VENTURE MANAGEMENT

Corporate Venture Funds Including:

novartis venture funds

Covidien Ventures
Research People at Companies

- Social Networks. i.e. LinkedIn
- Public databases
- Search engine results
- Press releases
- Papers
- Presentations
- Conferences
- Blogs
- Through people you know
Identifying Positions and Titles
Many Roles Exist for your Skillset

Academic
- Research postdoctoral fellowship
  - Medical Institution
  - Research Institution
  - Broad, Whitehead, etc
  - NIH
- Policy Fellowship
  - i.e. AAAS
- Teaching

R&D Roles in Industry
- Postdoctoral fellowship
  - Research
  - Non-Research – i.e. regulatory
- Scientist / Sr. Scientist Roles
- Regulatory Affairs
- Clinical Research
- Medical Affairs

Commercial Roles in Industry
- Technical Specialist
- Sales / Business Development
- Marketing
- Product Management
- Project Management
- Market Research
- Market Access / Reimbursement
- Pharmacoeconomics
- Medical Science Liaison
- Medical / Clinical Communications
- Medical Writing
Preparing to Choose a Post-Doc

- Your post-doc is a time to:
  - Become independent
  - Hone skills needed to run a lab
  - Develop your own line of research

- To diversify your skills and experience, your post-doc should be:
  - Different from your graduate work
  - At a different institution
Choose a post-doc at:
- a highly respected Institution
- a highly respected lab, “pedigree” will get you interviews!

Change your research focus (i.e. Ph.D. in *Drosophila* genetics sleep research), Post-doc:
- Same behavior, new organism (*human* sleep research)
- Same organism, new behavior (ie. *Drosophila* *memory*)
- Same organism/behavior, new approach (*Drosophila* sleep *electrophysiology*)
Industry Track: Tips for Post-Doc

- Choose a post-doc lab that will:
  - Expose you to a disease-relevant field
  - Train you in industry-relevant techniques
  - Allow you to initiate collaborations with industry partners
- Keep your post-doc short and focused
How to Identify Post-Doc Positions:

- Start ~1-1.5 years before graduation (some post-doc advisors want you to secure your own funding)
- Ask your advisor for ideas
- Talk to people in the field – who are the main players?
- Talk to current and past post-docs in the lab – ask questions!!
- Meet potential post-doc advisors at conferences – networking is important
- Email when you are ready to start interviewing
Subject: Interested in postdoctoral position in your laboratory

Hello (Dr. ___ ),

I hope you are well. I enjoyed meeting with you at the (Neuroscience Conference in San Diego) last year. I will be finishing my Ph.D. in (Dr. Ravi Allada’s lab at Northwestern University in the next 12 months) and am very interested in doing my postdoctoral studies in your laboratory. My Ph.D. research has examined (the genetics of Drosophila sleep). I am interested in applying my skills and knowledge to (human sleep research). I have a few ideas on how I can contribute to your laboratory. I would love to speak more with you about this possibility. Attached for your consideration is my CV, and the publication of my thesis research.

I look forward to speaking more soon.

With kind regards,

Jena

Phone, Email
Search for Advertized Positions:

- Chronicle of Higher Education
- Science Careers
- Institutional websites (HR)
- Individual laboratory websites

- Many labs do not advertise post-doc openings, so **networking** is a very important part of securing a post-doc position
How to Identify Companies / Roles

LinkedIn  
Informational Interviewing  
Online Searching / Job Boards  
Networking
How to Identify Companies / Roles

LinkedIn

Informational Interviewing

Online Searching / Job Boards

Networking
LinkedIn as a Career Search Tool

- Search via Title, Company, Location, Key Words
- Connections – 1\textsuperscript{st}, 2\textsuperscript{nd}, 3\textsuperscript{rd} ...
- Look at profiles to see career paths
- Search for connections to companies / people
- Search for people in specific roles
- Search for people in specific companies
- Search for people who are similar to you
- Research people you could speak with for an informational interview
Read Job Qualifications to Identify Titles

- Compare the position qualifications with your background
  - Do you have the skills? Do you need to develop skills?
- Add relevant job titles to your job title search list

Qualifications

- The candidate must have a Ph. D. in Molecular Biology, Biochemistry, or a closely related field, preferably with oncology/immunology experience.
- Hands-on experience with molecular biology (including recombinant DNA construction, RNA quantification using RT-PCR, transfection, western blotting techniques, etc) and cell biology (such as maintenance of variety of cell lines).
- Experience with protein purification, enzymatic characterization and inhibition assays desirable.
- Excellent written and oral communication skills.
- He or she should be highly motivated, productive and team oriented with demonstrated ability to work independently and to solve problems as they arise.
Reading Job Descriptions

- 3 years of experience vs. 3 years of industry experience
- Required vs. preferred
- Typically first few bullet points are most critical

Tips:
- If you are a “stretch” explain why you are applying in your cover letter
- Companies want to know that you read the job description
Searching LinkedIn by Job Title

- Use the list of titles to search for people with the title(s) that you know
  - Scientist
  - Sr. Scientist
  - Investigator
  - Research Scientist
  - Scientist I
  - Scientist II
  - Etc....
Using the Advanced Feature on LinkedIn
Title Search on LinkedIn
Title Search on LinkedIn

Click on Feature to Search LinkedIn
Title and Company Search on LinkedIn

SEARCH

Advanced

All

People

More...

Keywords

| |

First Name

| |

Last Name

| |

Title

Scientist

Current or past

Company

Biogen

Current or past

1,284 results

1st Connections × 2nd Connections × Group Members × Reset

Dong Xu 1st
Scientist II at Biogen Idec
Greater Boston Area · Biotechnology
17 shared connections · Similar · 500+

Tina Talreja 1st
Associate Scientist at Biogen Idec | MBA Health Sector Management | MS Medicinal Chemistry
Greater Boston Area · Biotechnology
17 shared connections · Similar · 184

Guanrong Huang 1st
Scientist I at Biogen Idec
Greater Boston Area · Biotechnology
21 shared connections · Similar · 268

Yan Wang 1st
Analytical Scientist/Boston area
Greater Boston Area · Biotechnology
8 shared connections · Similar · 160

Orlando Jaquez 2nd
Process Development Scientist and Biosimilars Purification Lead at Biogen Idec
Greater Boston Area · Biotechnology

Confidential; Not for Distribution. December 9, 2013
Subject: Asking advice about career opportunities

Hello (Lisa),

I hope you are well. I will be finishing my Ph.D. (in the next 6 months) and am beginning my career search. I am considering applying for (entry level research roles and postdoctoral roles.) I am writing to see if you have 15 – 30 minutes for a call or coffee to talk more about your role as a (scientist) at (Biogen). I am curious to hear your thoughts on which job titles are relevant for my background and the research structure within your company. I have attached my resume for your reference.

Look forward to speaking more soon.

With kind regards,

Lauren

Phone, Email
Research LinkedIn: Compare Profiles

- Evaluate the background of people at your desired level

- Are they similar or different from yours?

This can shed light on whether your background is a fit for this company and level
When using LinkedIn, Build your Profile

Lauren Colano
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 INTEL, USA
- Account Manager, Business Development at Ap hurl, Inc

**Education**
- Boston University - School of Management
- Gettysburg College
- University of East Anglia

**Recommendations**
3 people have recommended Lauren

**Connections**
500+ connections

Lauren Colano’s Summary

Successful business development professional with a proven track record of establishing strong relationships, growing existing client relationships, and managing complex programs. Diverse knowledge of drug discovery and development areas and experience with small and large molecule development programs.

Lauren Colano’s Experience

**Founder and CEO, Propel Careers**
- Previously pmid: Human Resources Industry
- April 2000 – 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 consulting and resume review
- Networking

Please contact me at Lauren@propelcareers.com with any questions about how we might be able to help you.

<table>
<thead>
<tr>
<th>Experience</th>
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<tbody>
<tr>
<td><strong>Associate Director - Global Marketing</strong></td>
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<tr>
<td>Public Company: Biotechnology industry</td>
</tr>
<tr>
<td>May 2008 – Present (3 years 1 month)</td>
</tr>
</tbody>
</table>

| **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 covering the Washington, DC territory. |

| **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. |
How to Identify Companies / Roles

LinkedIn

Informational Interviewing

Online Searching / Job Boards

Networking
Informational Interviewing:

Definition:
An informational interview is an interview conducted to collect information about a job, career field, industry or company.

It is **NOT** a job interview.
Build Connections – Personal Network

- Classmates
- Lab mates
- Former colleagues
- Friends
- Mentors
- Alumni Organizations
- Organizations that you are a part of
- Connections of your LinkedIn connections
- Individuals you meet or who speak at events
LinkedIn: Informational Interviewing

- Particular Job
- Company
- Career Progression
- Career Entry
## What to ask about

<table>
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<th>Career Progression</th>
<th>Career Entry</th>
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<tbody>
<tr>
<td>▪ Responsibilities</td>
<td>▪ Culture</td>
<td>▪ Growth Opportunities</td>
<td>▪ How to get in a role</td>
</tr>
<tr>
<td>▪ Day to Day</td>
<td>▪ Work</td>
<td>▪ Career Path</td>
<td>▪ Networking</td>
</tr>
<tr>
<td>▪ Like</td>
<td>▪ Environment</td>
<td>▪ Skills to Develop</td>
<td>▪ Experience required</td>
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<tr>
<td>▪ Dislike</td>
<td>▪ Management Style</td>
<td>▪ Skills needed</td>
<td>▪ Skills needed</td>
</tr>
<tr>
<td>▪ Growth potential</td>
<td>▪ Growth Potential</td>
<td>▪ Skills valued</td>
<td>▪ Skills one can learn</td>
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<tr>
<td>▪ Skills needed</td>
<td>▪ Personality Fit</td>
<td>▪ Best way to enter field</td>
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Confidential; Not for Distribution. December 9, 2013
Logistical Information

- 15-30 minutes in length
- In person, phone, or Skype
- Email copy of resume or LinkedIn profile
- Referrals are important !!!
Subject: Referral from (John X), Informational Interview Request

Hello (Lisa),

John suggested that I reach out to you to learn more about (R&D roles in industry). I am writing to see if you have 15 – 30 minutes for an informational interview. To provide a brief description of my background, I am a (graduate student) at (MGH) focusing on (oncology research). I will be finishing in (6 months) and looking for a (research role) in an (entrepreneurial or larger firm) in (Boston). Through this discussion, I am looking to learn more about (R&D roles in industry and the differences between large and small companies). The information will help me decide which path is the best fit for me. I have attached my resume for your reference.

Thank you in advance for your time.

With kind regards,

Lauren

Phone, Email
Refine your Job Search Checklist

- As you talk with people and learn more about companies and roles, refine your list

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How to Identify Companies / Roles

LinkedIn
Informational Interviewing
Online Searching / Job Boards
Networking
Job Boards

- MassBio (Most states have a Biotech and/or MedTech organization)
- Biospace
- Naturejobs.com
- Indeed
- Science Careers
- The Chronicle of Higher Education
- LinkedIn
- Individual Companies
- Individual Institutions (if looking for academic staff or faculty positions)
Search Job Titles

Search Jobs or Internships

Please apply for any open positions using the information contained in the job listing. MassBio does not process applications for the positions listed here — all applications must be sent directly to the member company that is posting the job.

<table>
<thead>
<tr>
<th>Listing Type</th>
<th>Job</th>
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<tbody>
<tr>
<td>Category</td>
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<tr>
<td>Results Per Page</td>
<td>10</td>
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SEARCH

Showing jobs: 1–10 of 160 matching scientist
How to Identify Companies / Roles

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Networking
Networking at Scientific Conferences

- Poster Sessions are great opportunities
  - Industry and academia have posters
- Many companies have booths – you can meet company representatives
- Opening events
- Coffee sessions
Leveraging Conferences

- Search “exhibitor list” for companies in your area
- Search the speaker list to see who is in your area
- Pay attention to sponsors - they support the area
- Some conferences have career fair’s
- Sometimes “exhibitor only area” passes are free – utilize this for networking
Exhibitor List Search Example - AAPS
Connections Through Organizations

- Local Networking Groups
  - i.e. AWIS, WEST, HBA, AAPS, AACR

- 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, Medical Writing, Drug Metabolism Focused, etc
State Organizations

www.massbio.org

www.masslifesciences.com

www.cleanenergycouncil.org

www.massmedic.com
Women’s Networking Groups Include:

http://www.awis.org/

http://www.hbanet.org/

http://womeninbio.org/

http://www.westorg.org/
Student Chapters

http://www.aiche.org/community/students/chapters/find

Institute of Electrical and Electronics Engineers
http://www.ieee.org/index.html

American Society of Mechanical Engineers
https://www.asme.org/
Connections with Smaller Companies

**Incubators/Incubator Spaces**

- MassChallenge: [http://www.masschallenge.org](http://www.masschallenge.org)
- North Shore Technology Council – [www.nstc.org](http://www.nstc.org)
- Cambridge Innovation Center: [www.cictr.com](http://www.cictr.com)
- HealthBox
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
Networking with Non-profits

Strength, Science & Stories of Inspiration

Benefit Event – September 14, 2013
Join a new generation’s fight against neuromuscular disease!

9th Annual ALS TDI Leadership Summit
Thursday, October 3, 2013 @ The Westin Copley Place Hotel
The latest science, the PALS’ perspective, and advice from the world's most accomplished pharma, bio tech, and venture leaders for the ALS community.

View the Awards
View the Presentations
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.
Additional Tips for Your Job Search
Suggestions For Contacting People

1\textsuperscript{st} Degree - Email Directly to their email address. If they are 1\textsuperscript{st} degree – you have their email address.

2\textsuperscript{nd} Degree - Email your 1\textsuperscript{st} degree connection directly to their email address. See if they can make an intro

3\textsuperscript{rd} Degree - Try to find a way to connect with them
Personalize Connecting on LinkedIn

Invite Steven to connect on LinkedIn

How do you know Steven?

- [ ] Colleague
- [ ] Classmate
- [ ] We’ve done business together
- [x] Friend
- [ ] Other
- [ ] I don’t know Steven

Include a personal note: (optional)

Dear Steven,

Hope you are well. Very nice to see you at the recent TCN event on October 23rd. I enjoyed our conversation about Biotech incubators in Boston. I’d like to add you to my professional network on LinkedIn to stay in touch.

- Lauren Celano

Important: Only invite people you know well and who know you. Find out why.

Send Invitation or Cancel
## Track Organizations you are Interested in

<table>
<thead>
<tr>
<th>Organizations you are interested in</th>
<th>Organizations that are a fit</th>
<th>Organizations that you applied to</th>
<th>Status</th>
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Your time is valuable

- Be careful with how you spend it!

- Applying to and Interviewing for jobs that you don’t want / or are not a fit for is taking time away from your job search
Contact Details

Lauren Celano
Founder and CEO
Propel Careers
cell: 215-370-2285
e-mail: Lauren@propelcareers.com

www.propelcareers.com