We will begin momentarily at 2pm ET

Slides available now! Recordings available as an exclusive ACS member benefit.

www.acs.org/acswebinars

Contact ACS Webinars® at acswebinars@acs.org

Have Questions?

Type them into questions box!

“Why am I muted?”
Don’t worry. Everyone is muted except the presenter and host.
Thank you and enjoy the show.

Contact ACS Webinars® at acswebinars@acs.org
Have you discovered the missing element?


Find the many benefits of ACS membership!

Benefits of ACS Membership

Chemical & Engineering News (C&EN)
The preeminent weekly news source.

NEW! Free Access to ACS Presentations on Demand®
ACS Member only access to over 1,000 presentation recordings from recent ACS meetings and select events.

NEW! ACS Career Navigator
Your source for leadership development, professional education, career services, and much more.

Let's get Social... post, tweet, and link to ACS Webinars during today's broadcast!

facebook.com/acswebinars

@acswebinars

Search for "acswebinars" and connect!

How has ACS Webinars® benefited you?


“Thank you all for an excellent ACS Webinar! I am grateful for the reminder that creativity, positivity, and holistic personal development can benefit the practice of science and the art of living well. I'll be returning to these remarks often!”

Fan of the Week

Ashlie Wrenne, PhD
Postdoctoral Research Scholar
Assessment/Chemistry, ACS member 6 years strong!

Be a featured fan on an upcoming webinar! Write to us @ acswincons@acs.org
Learn from the best and brightest minds in chemistry! Hundreds of webinars presented by subject matter experts in the chemical enterprise.

**Recordings** are available to current ACS members one week after the Live broadcast date. [www.acs.org/acswebinars](http://www.acs.org/acswebinars)

**Broadcasts** of ACS Webinars® continue to be available to the general public LIVE every Thursday at 2pm ET!

[www.acs.org/acswebinars](http://www.acs.org/acswebinars)
An individual development planning tool for you!

- Know your career options
- Develop strategies to strengthen your skills
- Map a plan to achieve your career goals

ChemIDP.org

Upcoming ACS Webinars
www.acs.org/acswebinars

Thursday, July 13, 2017
**Improving your Social Chemistry: Science Communication on Facebook, Twitter and Other Online Platforms**

Chris McCarthy, Manager of Social Media & Member Engagement, American Chemical Society

Thursday, July 20, 2017
**Chemistry of Anti-Doping: Deterring of Performance-Enhancing Drug Use by Athletes**

Larry Bowers, President, LDBowers, LLC
Jason Schaff, Forensic Chemist, U.S. Government

Contact ACS Webinars ® at acswininars@acs.org
Next up on the Industrial Science Series!

Discovering Vismodegib in the Fight Against Skin Cancer: The First Approved Inhibitor of the Hedgehog Pathway

Thursday, August 3rd, 3-4pm ET
Part Seven of the 2017 Industrial Science Series

According to the American Cancer Society, about 3 million Americans are diagnosed with skin cancer each year and basal cell carcinoma is the most common form of skin cancer found. Join Dan Sutherlin, a member of the team at Genentech who won the ACS Heroes of Chemistry award, as he presents on the discovery of vismodegib. This is the first drug to be approved by the FDA for the treatment of basal cell carcinoma (BCC), giving patients with locally advanced or metastatic BCC an important treatment where there were few to no options. Clinical results with this molecule in patients with inoperable BCCs have been dramatic with many reports of tumors shrinking to where no visible signs of cancer can be detected.

What You Will Learn
- What is hedgehog pathway, its biology, and general background
- How the medicinal chemistry strategy and critical modifications to earlier compounds led to this drug discovery
- What are the final drug-like properties of vismodegib and a brief view into the exciting efficacy and safety this molecule has shown for some with BCC and Gardner syndrome.


ACS Webinars

“Building a Positive Online Personal Brand”
Session 6 of the 2017 Industry Science Series

Slides available now! Recordings are an exclusive ACS member benefit.
www.acs.org/acswebinars

This ACS Webinar was co-produced by ACS Industry Member Programs, C&EN, and ACS Committee on Corporation Associates
“Building a Positive Online Personal Brand for Scientists: How to use LinkedIn, Blogs, and other Social Media Tools”

Outline

- **Building your Brand**: Highlighting your background and experiences

- Developing “thought leadership” using other social media tools

- Advice for **developing your strategy** to promote your expertise
Why is this Important

Science
Building your personal brand
By David G. Jenson | Sep. 14, 2016, 11:00 AM

Why Personal Branding Is Essential To Career Success
Creating a strong personal brand for yourself establishes you as a natural leader and opens doors.

HigherEdJobs
Academic Self-Branding
Career News | by Eileen Hoenigman Meyer
Monday, January 11, 2016

Build A Personal Brand, Not Just A Career

Forbes
Personal Branding Is A Leadership Requirement, Not a Self-Promotion Campaign

Audience Challenge Question
ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT

As of 2017 how many registered members does LinkedIn have in the United States?

• About 67 million
• About 100 million
• About 125 million
• About 133 million
• About 175 million
>30% of jobs are filled using LinkedIn

However, this is not just for filling jobs...

- Networking event follow-up
- Informational Interviews
- Keeping in touch
- Developing your thought leadership
- Learn about roles and organizations

In addition, people/orgs search online for:

- Speakers for conferences/panels/workshops
- Peer Reviewers
- Grant Reviewers
- Confirmation of “Expert” status
- Collaborations

Creating Your Brand

- You control your Brand
- You decide what to highlight
- Customize your information for your preferred career path
Building Your Profile: What Makes a Good or Bad Profile?

Do you have LinkedIn Profile developed with the following? (click all that apply)

- I do not have a profile yet on LinkedIn
- Roles and titles listed
- A picture
- A summary
- Details about each of your positions
Your Picture

Remember – your Brand Matters!
what are you trying to convey?

Build out your Profile

Background

Experience

Postdoctoral Fellow
Boston University School of Medicine
June 2016 – Present (2 months) | Greater Boston Area

Graduate Student in Pharmacology
Boston University School of Medicine
August 2011 – Present (4 years) | Boston, MA

Associate Scientist
Pfizer
July 2006 – July 2011 (3 years 1 month)

Intern
Wyeth Research
2007 – 2007 (less than a year) | Cambridge, MA

Summary

I am a research scientist with 10 years of experience. I am currently collaborating on an HDComplying preclinical drug study for an orphan drug therapy in beta. My research history includes developing strategies to improve the efficacy of drug treatments for cardiovascular and neurological diseases. I am skilled in the rigorous regulation of human health. Toward that end, during my previous postdoctoral appointment I characterized the impact of several key positions on adverse drug modifications in human cancer. I was awarded a grant from the National Cancer Institute for the study, and this research resulted in several high-impact peer-reviewed publications.

Highlights of experience:
- Research experience includes genetics, developmental biology, epigenetics, oncology, and immunology.
- Expert in writing and editing review articles, grants, study protocols, manuscripts for peer-reviewed publications, and study reports for regulatory applications.
- Expert in building strong relationships and maintaining.
- Maintained a strong work ethic and meets aggressive deadlines.

Experience

Postdoctoral Fellow
Boston University School of Medicine
April 2014 – Present (1 year + months) | Boston, MA


- Performs daily efficacy studies for novel treatments for atherosclerosis.
- Conducts systematic evaluation of drug responses in typical mouse models, including severe discordance.
- Continued a study exploring candidate markers for disease.
- Communicates weekly progress reports to research team; regularly meets project milestones.
- Manages study reports.
- Collaborates with academic partners (M.D.) requirements.
- Performs select research in mouse models and primary cell culture.
- Identifies and measures cell populations by flow cytometry and multiplexing analysis.
- Works closely with other scientists and campus experts.
- Develops and implements new techniques for drug delivery.

Background
Goals of the Summary Section:

- Let the reader know a little about you
- Help the reader to “help you”
- Provide a personal narrative about your career interests
- Provide insight about your background and skills that you have built
- You can personalize this summary

Accomplished, collaborative medicinal chemist with experience working with successful team partnerships which delivered preclinical candidates in neuroscience and kinase targets.

Extensive experience working with international CRO's, managed project work plans for fee for service and FTE contracts, developed good working relationships, helped troubleshoot chemistry, suggested and submitted new design ideas for projects.


Track record of excellence in problem solving, data analysis, patent and publications and process improvement. Served as mentor while working within organizations and more broadly served as mentor in the scientific community (AWIS).
You could add the following to the Summary:

- Anticipated completion time
- Preferred location(s)
- Preferred role(s) (e.g. type of teaching, area of focus, etc)
- Preferred type of organization(s) (e.g. large university, small liberal arts college, etc)
- Specific techniques
- Relevant non-technical information (coursework, internships, etc)
- Email address
- Greencard / Citizen Status
Customize your Title, Name, Industry

- Your Title can be Edited
  - Life Science professional cultivating future leaders
  - Passionate entrepreneur developing careers
  - Etc...

- Location and Industry can be tailored also

Building Your LinkedIn Profile

- Use CV / resume details to build your profile

- Your profile should be similar to your CV or resume
Experience Section

- Successfully collaborated with international CRO’s and managed project work plans.
- Managed med chemistry efforts for >6 research projects focusing on technical & operational support towards the discovery of novel CNS therapeutic agents.
- Contributed to the discovery of gamma secretase modulator preclinical candidate, co-inventor on a key patent application for Alzheimer’s disease.
- Contributed design ideas for new analogs for a preclinical candidate for cognitive enhancement. Co-inventor on 4 other patent applications.
- Member of target evaluation team that identified novel biological target for FTD from a phenotypic screen. Co-led multiple target evaluation projects managing external CRO medicinal chemistry efforts, co-led 5 FTE team at European CRO that prepared key literature compounds & novel analogs.
- Initiated iterative design of compounds based on SAR analysis of biological assay data, which led to nomination of a new hit to lead project in Nov 2015.
- Reviewed & provided feedback on experimental write-ups from CRO’s for patent filings
- Attended external scientific meetings to provide current trends in the research community. Compiled a comprehensive meeting report with competitive intelligence information.

Experience Section – Add Media

Co-Founder & Board Member
LearnLaunch
Feb 2013 – Present • 4 yrs 5 mos
Greater Boston Area

LearnLaunch is connecting, educating, and growing New England’s ecosystem of EdTech entrepreneurs, educators, investors, companies, and policy leaders to impact innovation and transform learning. It provides a vibrant community, events, the LearnLaunch startup accelerator, and a dedicated co-working space to advance education technology entrepreneurship in greater Boston, the education capital of the world. Have invested in 31 edtech startups.

Media (3)
Experience Section

LinkedIn: Education

- You can add details under your degree:

**Education**

*Boston University*

Doctor of Philosophy (Ph.D.), Organic Chemistry

2010 – 2016

Activities and Societies: Women in Chemistry

Porco Research Group - Organic Chemistry Graduate Student

*École supérieure de Chimie Physique Electronique de Lyon*

Master of Engineering (M.Eng.), Chemistry

2007 – 2010

Activities and Societies: Junior Entreprise, Outreach and Prospection Officer 2008-2009

Lyon School of Chemistry, Physics and Electronics, situated in the campus of University Lyon-1.


Participated in several team projects:

- Process Chemistry: Industrial scale production of a known drug providing feasibility study and cost analysis (one semester)
- Research in Organic Synthesis (2 months): synthesized a small molecule of glycogen phosphorylase inhibitor and learned about diabetes and current therapeutic approaches
Compare LinkedIn Profiles

- Evaluate profiles for people in your desired role to help build your profile
  - Are they similar or different to you?
  - How are they describing their skills / experiences
  - Do you have similar skills?
  - Do you need to build skills?
Building Thought Leadership

Updating Connections on LinkedIn

Share an article, photo, or update

Write an article  Image  Post

Lauren Celano
CEO, Propel Careers

I am talking today about tools to build your personal brand
Updating Connections on LinkedIn

- You can share updates, i.e.:
  - Upcoming presentations
  - Published papers
  - Awards
  - Attendance at a conference
  - Meetings you are organizing
  - Mention relevant articles
  - Etc...

Add Articles to your Profile

Justin’s Articles & Activity
895 followers

Awesome STEM lectures at Endicott!
Justin Topp, Ph.D., on LinkedIn

See 45 more articles

It is easy to keep adding information to a pitch, the best ones take a lot of hard...
Justin liked

AND... most recent growth higher in the North Shore than other state regions.
Justin shared this

Can’t recommend strongly enough this great book on leadership by Jim...
Justin shared this

See all activity
Other ways to Build your Brand

Audience Challenge Question
ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT

How would you rate yourself as a Twitter user?

- What’s a tweet?
- I do not have a twitter account
- I have a personal twitter account
- I have a personal and professional twitter account
- I am on twitter all day reading or posting
Building your Brand: Twitter

- Can provide thought leadership
- You can Tweet about topics of interest to you
- You can follow organizations / people you are interested in
- Can allow you to “know” what is happening in real time
- Sometimes organizations post jobs / networking events via Twitter

Building your Brand: Twitter

Perhaps create two accounts:

Professional

Personal
Blogging to Develop Thought Leadership

- Wordpress is a common blogging tool

- “Professional” Blogs can cover topics such as:
  - Technical / Disease area – i.e. oncology or small molecule synthesis
  - Sector – i.e. Immunooncology therapeutics
  - Conference – i.e. ACS, AACR

- Personal Blog could cover topics such as:
  - Travel, food, hobby, charities you are involved with

Blog Example

Winners’ Circle: New Insights Into BioPharma Venture Returns

http://lifescivic.com/
Contribute to a Blog

Bio Careers Blog
Welcome to the Bio Careers Blog. Opinions expressed on this blog are those of the contributors. Any registered member of our community is free to post on the blog. Post by Post.

Filter
Sort by: Publication date | Visits | Comments | Rating

- Nathan Vanderford

09.19.2013 | 172 | reply | 5
PhDs Are Everything
Over 50% of PhDs work outside academia (Science and Engineering Indicators 2012) which means that many PhDs are indeed working in a variety of different jobs, and most importantly, this means that the majority of PhDs are not pursuing tenure track faculty positions. Despite this, a perpetuating stigma exists that makes PhDs feel like failures if they are not working toward a tenure track career. For the advancement of all academic fields, we need to work together on breaking this stigma. PhDs are everything. They are doing highly impactful and highly innovative work everywhere outside academia in unique and exciting positions.
Tags: careers for PhDs, Tenure track

- Galo VanDiver

09.18.2013 | 234 | reply | 5
What Are PhDs?
Couple of weeks ago I came across Google Poems. Apparently, it’s a Reddit page with some quite hilarious poems about the phrases generated by Google Instant, the official name for the “auto-suggest/completer” feature of Google. I’m sure you’re all familiar with when you start typing a search query in... Tags: Google auto correct PhDs, is PhD worth it

- How to identify “relevant” recruiters

Finding a good recruiter who works in your area of interest can be extremely beneficial for your job search. With thousands of recruitment firms, ranging from one person companies that focus on specific roles, i.e. director level clinical

How does HR Use LinkedIn...

Referrals
Internal and external

Company Recruitment Database

LinkedIn

Recruiters
How does HR Use LinkedIn...

- If a recruiter from a company emails you through LinkedIn and if you are interested in the role, email them
  - This way, you can be on their “radar”
  - If you are not interested, let them know what you are interested in, so they can keep you in mind for future roles
In Summary

- You control your Brand
- Develop a profile that is professional
- Highlight your skills and experiences so that others can see them
- Utilize tools to develop your thought leadership and presence in your area of expertise

Contact Details: Connect with Propel

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

Twitter: @Propel_Careers
Facebook: Propel Careers
LinkedIn: Propel Careers
Web: www.propelcareers.com
“Building a Positive Online Personal Brand”
Session 6 of the 2017 Industry Science Series

Slides available now! Recordings are an exclusive ACS member benefit.
www.acs.org/acswebinars

This ACS Webinar was co-produced by ACS Industry Member Programs, C&EN, and ACS Committee on Corporation Associates

Next up on the Industrial Science Series!
Discovering Vismodegib in the Fight Against Skin Cancer: The First Approved Inhibitor of the Hedgehog Pathway

Thursday, August 3 @ 2-3pm ET
Part Seven of the 2017 Industrial Science Series

According to the American Cancer Society about 3 million Americans are detected with skin cancer each year and Basal Cell Carcinoma is the most common form of skin cancer found. Join Dan Sutherlin, a member of the team at Genentech who won the ACS Heroes of Chemistry award, as he presents on the discovery of vismodegib. This is the first drug to be approved by the FDA for the treatment of advanced basal cell carcinoma (BCCs), giving patients with locally advanced or metastatic BCC an important treatment where there were few to no options. Clinical results with this molecule in patients with inoperable BCCs have been dramatic with many reports of tumors shrinking to where visible signs of cancer can be detected.

What You Will Learn
- What is the hedgehog pathway, its biology, and general background
- How the medicinal chemistry strategy and critical modifications to earlier compounds led to this drug discovery
- What are the final drug-like properties of vismodegib and a brief view into the exciting efficacy and safety this molecule has shown for some with BCC and Gorlin’s syndrome


Experts
Dan Sutherlin
Genentech

Co-Produced With
ACS Industry Member Programs

ACS Committee on Corporation Associates
Upcoming ACS Webinars

www.acs.org/acswebinars

Thursday, July 13, 2017

**Improving your Social Chemistry: Science Communication on Facebook, Twitter and Other Online Platforms**

Chris McCarthy, Manager of Social Media & Member Engagement, American Chemical Society

Thursday, July 20, 2017

**Chemistry of Anti-Doping: Deterring of Performance-Enhancing Drug Use by Athletes**

Larry Bowers, President, LDBowers, LLC
Jason Schaff, Forensic Chemist, U.S. Government

Contact ACS Webinars® at acswebinars@acs.org

“Building a Positive Online Personal Brand”
Session 6 of the 2017 Industry Science Series

Lauren Celano
Co-founder and CEO, Propel Careers

Chris McCarthy
Manager, Social Media & Member Engagement, ACS

Slides available now! Recordings are an exclusive ACS member benefit.

www.acs.org/acswebinars

This ACS Webinar was co-produced by ACS Industry Member Programs, C&EN, and ACS Committee on Corporation Associates
“Thank you all for an excellent ACS Webinar! I am grateful for the reminder that creativity, positivity, and holistic personal development can benefit the practice of science and the art of living well. I'll be returning to these remarks often!”

Ashlie Wrenne, PhD
Postdoctoral Research Scholar
Assessment/Chemistry, ACS member 6 years strong!

How has ACS Webinars® benefited you?


Be a featured fan on an upcoming webinar! Write to us @ acsw webinars@acs.org
Benefits of ACS Membership

Chemical & Engineering News (C&EN)
The preeminent weekly news source.

NEW! Free Access to ACS Presentations on Demand®
ACS Member only access to over 1,000 presentation recordings from recent ACS meetings and select events.

NEW! ACS Career Navigator
Your source for leadership development, professional education, career services, and much more.


ACS Webinars® does not endorse any products or services. The views expressed in this presentation are those of the presenter and do not necessarily reflect the views or policies of the American Chemical Society.

Contact ACS Webinars® at acswebinars@acs.org
Thursday, July 13, 2017

**Improving your Social Chemistry: Science Communication on Facebook, Twitter and Other Online Platforms**

Chris McCarthy, Manager of Social Media & Member Engagement, American Chemical Society

Thursday, July 20, 2017

**Chemistry of Anti-Doping: Deterring of Performance-Enhancing Drug Use by Athletes**

Larry Bowers, President, LDBowers, LLC
Jason Schaff, Forensic Chemist, U.S. Government

Contact ACS Webinars ® at acswwebinars@acs.org