Hamid Ghanadan, founder of LINUS, a strategic marketing agency for science and medical industries, shares some advice on how companies can engage with, and ultimately sell more effectively to Generation Z. He also has some advice on how to communicate more persuasively with your scientific colleagues -- he should know something about this subject as he has written two books about it.

Karen Carter, Dow’s Chief Human Resources and Chief Inclusion Officer, reflects on the challenges the last few years have brought us. While acknowledging the many difficulties in the rear-view mirror, Karen concludes that looking forward is the best approach, secure in the knowledge that, collectively, we can face whatever awaits.

Katie Leach, an ACS Career Consultant who works as a Digital Faculty Consultant for McGraw-Hill, has experienced a very unusual career arch. Having worked in industry, academia, and currently for a publisher, she believes that while it is essential to have career objectives, it is just as important to maintain flexibility to deal with unexpected turns along your career path. She also shares some thoughts on making more effective use of LinkedIn, how higher education can better prepare students for employment in industry, and for the bakers out there, some tips for improving your French macarons.

Don’t forget … effective with our June 2 issue, you will need to bookmark the ACS Industry Matters landing page in order to see our new weekly content. Our May 26 issue is the last one we will email to you. Please remind yourself to visit this site starting on June 2 to continue to enjoy your weekly ACS Industry Matters articles. We will continue to publish new content each Thursday. You can also follow our hashtag #ACSIndustryMatters on social media for new content.
BEYOND THE BENCH

Hamid Ghanadan shares some advice on how companies can engage with, and ultimately sell more effectively to Generation Z. Go to Article

Hamid Ghanadan
Founder
LINUS

ONE MINUTE MENTOR

Karen Carter reflects on the difficulties the last few years have brought us, and concludes that looking forward together is the best approach. Go to Article

Karen Carter
Chief Human Resources and Chief Inclusion Officer
Dow Chemical Company

WHAT I LEARNED
Katie Leach shares some thoughts on making more effective use of LinkedIn, and how higher education can better prepare students for employment in industry. **Go to Article**

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**MORE FROM ACS**

**ACS-GHS YCC Virtual Seminar - Do I Need a New Job or Career?**

Join the ACS Greater Houston Younger Chemists Committee for this special virtual seminar featuring Bill Carroll, Chemjobber and Lisa Balbes!

Working during the pandemic has many reassessing their options with the notable increase in open positions with the Great Resignation, however, how do you decide if you need a new job or career? Inspired by popular *ACS Industry Matters* newsletter articles and columns by Chemjobber for C&EN (**Bench and Cubicle**), the ACS Greater Houston Younger Chemists Committee organized this virtual seminar with a panel of highly experienced chemists to offer advice to help guide younger chemists in answering this question.

In order to tailor this program to the participants, please send any questions that you may have for the featured speakers ahead of time to acshoustonycc@gmail.com by 4 pm CT on Wednesday, June 22.

**Register Today**

Registration for CVC open now through August 7
Registration for the 2022 Chemical Ventures Conference is now open! This year CVC 2022 will be held both in person in Wilmington, DE and virtually on August 9-10.

Join industry leaders, researchers chemical startups, and Fortune 500 corporations for two days of pitches, panels, and networking.

Register by August 7.

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Explore the MARM 2022 Technical Program

The technical program for the Middle Atlantic Regional Meeting is available now! The technical program is where you can find programming information and event times for the meeting.

MARM 2022 will feature over 650 oral and poster abstracts, student activities, an exposition, and networking opportunities!

The meeting will also include the following ACS Career Pathways™ courses to support up-and-coming and current professional chemical scientists to help navigate their futures.

- Finding Yourself: Identifying a Career that Matches your Strengths and Values
- Résumé Development: Marketing Your Brand for an Industrial Chemistry Position
Participate in Technical Programming, Workshops, and more at CERM 2022

Join chemists from the central region June 7-10 for the Central Regional Meeting! Participate in four days of technical symposia and workshops, explore posters, and network!

CERM 2022 attendees can also add the following ACS Career Pathways™ courses to their registration.

- Careers in Industrial Chemistry: Identifying Your Role in the Industrial Value Chain
- ACS Leadership Development Workshop: Leading without Authority

These courses are designed to provide career guidance for up-and-coming and professional chemical scientists as they navigate their futures.

Submit an Abstract for the Southeastern Regional Meeting

Abstracts are now being accepted for oral and poster presentations for the 2022 Southeastern Regional Meeting (SERMACS).

Join us in beautiful San Juan, Puerto Rico, for sessions encompassing scientific presentations and symposia, workshops, and a complete undergraduate program.

Submit your abstracts by July 5.

Submit Your Abstract Today