

# Career Prep

Rowan University





Today's  
Program

BioNJ and Industry Overview

Resumes

Interviews

Networking Tips

LinkedIn

External Resources

# BioNJ's Mission

BioNJ, The Gateway to Health, comprised of 400 Member Investors representing research-based life sciences companies and stakeholders.

Because Patients Can't Wait®, we are dedicated to propelling the rich innovation ecosystem in the New Jersey region to stimulate and support innovation, improve and save lives and lower the hurdles of healthcare advancements for society.



# Our Vision

New Jersey is a robust ecosystem where:

- **Science is Supported**
- **Companies are Created**
- **Drugs are Developed**
- **Patients are Paramount**





**NEW JERSEY'S ROBUST  
LIFE SCIENCES ECOSYSTEM**

- Science is Supported
- Companies are Created
- Drugs are Developed
- Patients are Paramount



**400** biotech companies call New Jersey home



**14 of the 20** world's largest Biopharma companies are in NJ [3,100 establishments]



**44%** of 2014 approvals came from companies with a footprint in New Jersey.



**#2** region for NIH Funding [\$2 Billion]



Home to **12 of the 22** top R&D companies

Ranked **#3** in life sciences patents



**71,000** life sciences employees with a total impact of **322,000** jobs



**400%** growth of biotech companies since 1998

**22,000** life sciences graduates annually



**63** universities and colleges in New Jersey

BioNJ is The Gateway to Health, a powerful network of 400 Members representing research-based life sciences companies and other contributors to a vibrant ecosystem where Science is Supported, Companies are Created, Drugs are Developed and Patients are Paramount. *Because Patients Can't Wait*, we are dedicated to propelling this rich, innovation ecosystem forward in New Jersey and beyond to help stimulate the discovery, development and commercialization of therapies and cures and save and improve lives and lessen the burden of illness and disease to society.

# New Jersey – The BioNovation Ecosystem

## State employment profile

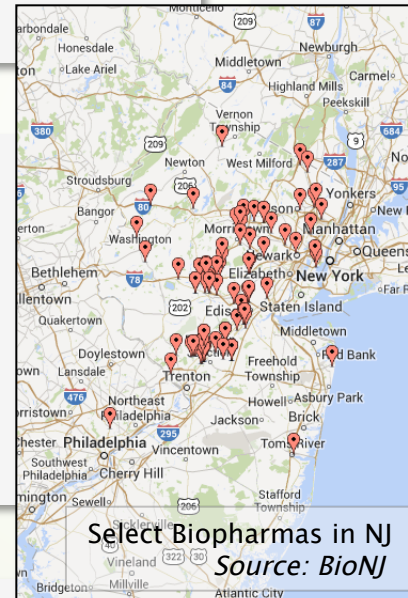
- 23.3% Medicinal and Botanical manufacturing
- 9.8% Pharma preparation manufacturing
- 6.4% Biotech

## Impacts – Products and Economic Activity

- \$30.1B annual expenditures
- incl. \$6.5B vendor spending (85% Central, No. NJ)
- 40% of new NME/BLA and device FDA-approvals in 2014 have NJ ties

## Biopharmaceutical profile

- 14 of top 20 Biopharmaceutical companies
- 400+ Biotech companies
- 3,100 Life Sciences and Biopharma establishments



## Impacts – People and Workforce

- Highest concentration of scientists and engineers in the world: 225,000
- 22,000 Life sciences graduates annually
- #2 in Industry R&D investment
- #2 in Biochemists and Biophysicists
- #2 in Chemists

## Clinical development profile

- 2,000+ open and active clinical trials
- >130 Clinical trial sites


## #1 in GDP/mi<sup>2</sup> (\$58mm)

- 38% more than #2
- Global leader in biopharma commercial development



# BioPharma in New Jersey

- Advaxis
- Amarin Pharma
- Amicus Therapeutics
- BioAegis Therapeutics
- Celgene
- Celsion
- Chromocell
- Clinical Genomics
- Insmed
- Ipsen
- Macroceutics
- Nevakar
- Pearl Therapeutics
- PTC Therapeutics
- Soligenix
- VaxInnate



# Biotechnology Incubators in NJ

- NJ Economic Development Authority
  - Commercialization Center for Innovative Technologies
- NJ Innovation Institute (NJIT)
  - Enterprise Development Center
- NJ Business Incubation Network



# Resumes

- There is no single strategy to creating a resume
- Experts will provide contradictory advice. Choose what's best for you.
- Recruiters spend seconds reading resumes, so do not overthink creating one.
- There is no such thing as a perfect resume





# Things > Resumes

- ▶ Social Networking – Over 90% of recruitment now done via LinkedIn
- ▶ Personal Network – 40% of new hires come from referrals
- ▶ Communication – Look for opportunities to get seen by the right people
  - ▶ Public Speaking
  - ▶ Networking Events
  - ▶ Alumni Programs

# Resume Best Practices

- Add external links to LI Profile, Online Publications
- Add keywords that will be captured by online searches
- Detail achievements
- Identify best fit for the job at the top
- Location, Location, Location

## MATTHEW ALCALDE

Phone: (973) 617-7989 • Email: [matt.alcalde@gmail.com](mailto:matt.alcalde@gmail.com)

[LinkedIn.com/in/mattalcalde](https://www.linkedin.com/in/mattalcalde)

114 Beverly Hill Road, Clifton, NJ 07012



### Competencies & Skills:

- Business Development
- Talent Services Operations
- Human Resources & Talent Acquisition
- Market Analysis
- Sales & Strategy Development
- SalesForce
- Client Engagement
- Product Portfolio Management
- Corporate Relations
- Marketing & Communications
- Bilingual – Fluent in English & Spanish

### PROFESSIONAL PROFILE

Corporate Government and Regulatory Affairs Executive with proven record of results. Strong reputation with key policymakers, stakeholders and senior executives as trusted advisor and decision-maker on overall company strategy including interaction with legislative, regulatory, political, and communications leaders. Demonstrated relationship development, communications, management, analytical, and negotiation skills in highly dynamic industries and in interfacing with state and federal governments. Authority on healthcare and insurance.

### EXPERTISE

- Legislative Government Affairs
- Regulatory Affairs
- Federal, State and Local Governments
- Skilled Negotiator and Lobbyist
- Business and Financial Acumen
- Political Strategy for Business
- Internal and External Communications
- Collaborative and Adaptable in Dynamic Environments
- Market Access Leader
- Strategic Advisor to Senior Leadership
- Crisis and Issues Management
- Corporate Reputation Management

### DESIGNING AND EXECUTING ROBUST MESSAGING, MARKETING, AND STAKEHOLDER COMMUNICATIONS PROGRAMS PROVEN TO EXCEED EXPECTATIONS AND ENSURE MAXIMUM IMPACT

STRATEGIC INTEGRATION LEADER UNITING ORGANIZATION DEVELOPMENT, MARKETING, GOVERNMENT AFFAIRS, AND CORPORATE COMMUNICATIONS

### ACHIEVEMENT SUMMARY

For BMS, professionalized the consumer marketing function and facilitated tens of millions of dollars in annual growth. Fulfilled interdisciplinary liaison, coordination, and strategy development roles. For Hepatitis B Foundation, grew a tiny group into one of the nations most respected and web-hit-attracting public health advocacy organizations; led the initiative to secure public health safeguarding federal legislation and improved funding for the Division of Viral Hepatitis at the CDC [Center for Disease Control].



# Interviewing

Plan

Plan your strategy

Research

Research the interviewer(s)

Study

Study the company

Prepare


Prepare talking points targeted to the job

Review

Review the job description to stay on message



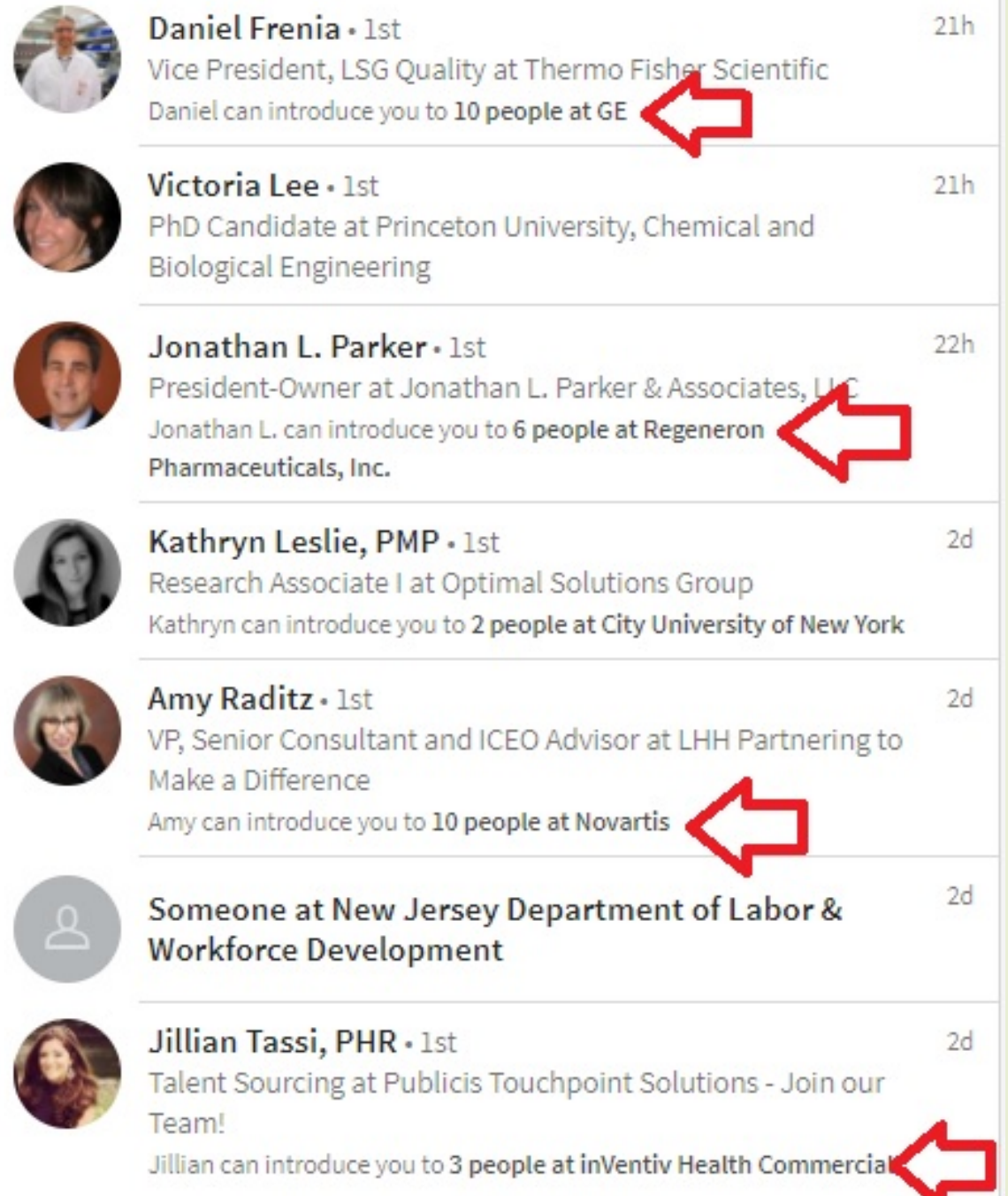
# Networking Ice Breakers

- What is the activity like in Company X?
  - How did you get involved in Company X?
  - Are there professional groups or networking events you recommend?
  - What advice would offer someone starting out?
  - Any recommendations for people or resources to connect with or follow?
- 



# LinkedIn – Career Analysis

- Identify those with right connections
- Connect to get business and job intel
- Expand your network



The screenshot displays a list of LinkedIn profiles. Red arrows point to the text '10 people at GE' for Daniel Frenia, '6 people at Regeneron Pharmaceuticals, Inc.' for Jonathan L. Parker, '10 people at Novartis' for Amy Raditz, and '3 people at inVentiv Health Commercial' for Jillian Tassi.

Name	Position	Company	Time	Connections
Daniel Frenia	Vice President, LSG Quality	Thermo Fisher Scientific	21h	10 people at GE
Victoria Lee	PhD Candidate	Princeton University, Chemical and Biological Engineering	21h	
Jonathan L. Parker	President-Owner	Jonathan L. Parker & Associates, LLC	22h	6 people at Regeneron Pharmaceuticals, Inc.
Kathryn Leslie, PMP	Research Associate I	Optimal Solutions Group	2d	2 people at City University of New York
Amy Raditz	VP, Senior Consultant and ICEO Advisor	LHH Partnering to Make a Difference	2d	10 people at Novartis
Someone at New Jersey Department of Labor & Workforce Development			2d	
Jillian Tassi, PHR	Talent Sourcing	Publicis Touchpoint Solutions - Join our Team!	2d	3 people at inVentiv Health Commercial

# Greater Interaction, Better Analytics

Governor Christie appoints Hart, Barchi & Eisgruber to NJ Commission on Higher Education & ... (9 likes)

531 views



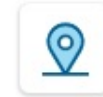
7 people from Merck viewed your post

Amicus Therapeutics	6
Rutgers University	4
Advaxis, Inc.	4
New Jersey Department of Labor & Workforce Development	3
Celgene	3
TriNet	3
ADP	3
WorldWide Life Sciences Division	3



26 people who have the title Salesperson viewed your post

Human Resources Specialist	21
CEO / Executive Director	20
Business / Corporate Strategist	18
Laboratory Scientist	18
Recruiter	13
Consultant	12
Research / Graduate Assistant	6
Quality Assurance / System Tester	6



Your biggest audience is from Greater New York City Area

Greater Philadelphia Area	33
Greater Boston Area	11
Washington D.C. Metro Area	4
Raleigh-Durham, North Carolina Area	4
Greater Atlanta Area	3
San Francisco Bay Area	3
Allentown, Pennsylvania Area	3
London, United Kingdom	3

# Company Search

The screenshot shows the LinkedIn search interface. At the top, the LinkedIn logo is on the left, and a search bar contains the text 'Covance' with a search icon on the right. Below the search bar, the left sidebar has a 'SEARCH' header and several filter sections: 'Advanced >', 'All' (with 'Companies' selected), 'More...', 'Relationship' (with 'All' selected and '1st Connections (1)', '2nd Connections (4)', '3rd + Everyone Else (6)' listed), and 'Location'. The main content area shows '10 results for Covance'. The top result is the company profile for 'Covance', categorized as 'Pharmaceuticals' with '10,001+ employees'. A 'Follow' button is visible. Below the company name, a red box highlights a section containing the text '362 people in your network • Similar' and a list of three people: Annie Sukla (1st degree connection, Inform Clinical Applications Programmer / e...), Donna Levan, SPHR (1st degree connection, Human Resource Partner at Covance), and Horst Staudner (1st degree connection, Study Director II at Covance). A link 'View all 362 »' is also present. Below this list, the 'About' section for Covance is partially visible, mentioning headquarters in Princeton, New Jersey and 11,000 employees worldwide.

**SEARCH**

Advanced >

All

**Companies**

More...

**Relationship** ▲

All

1st Connections (1)

2nd Connections (4)

3rd + Everyone Else (6)

**Location** ▲

10 results for **Covance**

**Covance**  
Pharmaceuticals  
10,001+ employees  
Follow ▼

▼ 362 people in your network • Similar

Annie Sukla 1st  
Inform Clinical Applications Programmer / e...

Donna Levan, SPHR 1st  
Human Resource Partner at Covance

Horst Staudner 1st  
Study Director II at Covance  
[View all 362 »](#)

About: **Covance**, with headquarters in Princeton, New... 11,000 employees worldwide. **Covance** provides high...

# Job Search

## SEARCH

Advanced >

All  
**Jobs**  
More...

**Keywords**  
"clinical research associate"

**Company**




**Title**  
Clinical Research Associate

140 results for "clinical research associate"

### Clinical Research Associate

Sterling Life Sciences  
California • Apr 1, 2014

28 connections to the poster • Similar

-  Christopher Colucci **1st**  
VP-IT
-  Alex Stojanovic **1st**  
Commercial Leader | Marketing Strategist |
-  Michelle Lair **1st**  
Senior Director, Lead Search | Executive S.

[View profile of the job poster Anael Mehta »](#)


### Clinical Research Associate


Sterling Life Sciences  
California • Apr 1, 2014

28 connections to the poster • Similar




# Identify Job-to-People Connection





**Angel Mehta** 2nd 

Managing Director at Sterling-Hoffman Executive Search  
San Francisco Bay Area | Venture Capital & Private Equity

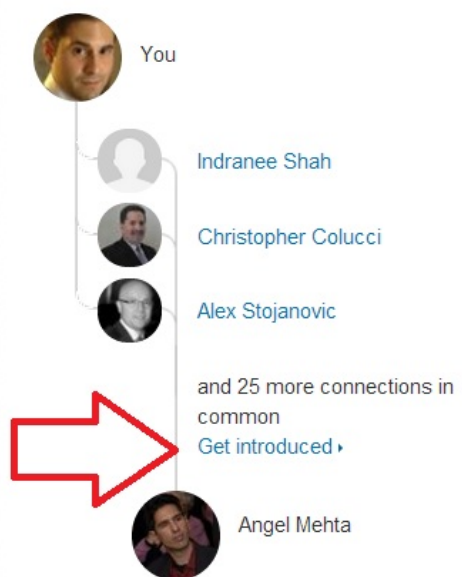
Current	Sterling-Hoffman
Previous	Siebel Systems
Education	York University

[Connect](#) 

**500+**  
connections

 [Contact Info](#)  [www.linkedin.com/in/angelmehtha](http://www.linkedin.com/in/angelmehtha)

### How You're Connected



and 25 more connections in common  
[Get introduced](#)

### In Common with Angel

**4**  
Skills & Expertise





## Groups

BioNJ Talent Services

Young Professionals in Healthcare

NJ/NY/PA Biotech Professionals  
Networking Group

Association for Women in Science



## External Resources

[BioNJ.org](http://BioNJ.org)

[BioNJTalentNetwork.org](http://BioNJTalentNetwork.org)

[BIO.org](http://BIO.org)

[NJEDA](http://NJEDA)

[FiercePharma / FierceBiotech](#)

[The First 90 Days – Michael Watkins](#)



## Thank You – Contact Info

---

Matthew Alcalde,  
Director of Talent Services at BioNJ

---

Email: [MAcalde@BioNJ.org](mailto:MAcalde@BioNJ.org)

---

Phone: 973-617-7989