Securing the Correct Company Contact in Recruiting

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• Est. 2006
• Technology (methodology) oriented
• Recruiting:
  – selling a “technology”
  – selling a new field of science/engineering
  – most companies want products or direct road to products
SynBERC Contact with Companies

- Companies call us
- ILO calls people he knows in various companies
- Introduction through 3rd parties
- Contacts made at meetings
Who is the Right Company Contact?

- **Manager** (Director, VP) of a Technology Group
  - Right background to and is close to in house laboratory efforts
  - Can sell the technology to superiors based on how it can help the company

- **Technology Scout** (Large Company)
  - Background usually does not match synthetic biology
  - Must align SynBERC with technical managers
  - Less than 20% success rate in membership

- **Scientist**
  - Can connect us to technical manager
Closing the Deal

• Attempt a phone/ slide conference with Tech Manager
  – Presentation
  – Invitation to a retreat
  – Very effective in getting members
• Contact with Tech Scout or Scientist
  – Usually requires a company visit