

ISPE Boston Area Chapter Presents:

# MEMBERS ONLY “Marketing Yourself!”

**Thursday, April 9, 2009**

*F.W. Webb*

[160 Middlesex Turnpike, Bedford, MA 01730](#)



**Boston Area  
Chapter**  
ENGINEERING  
PHARMACEUTICAL  
INNOVATION

## Membership has its privileges!

This program is open only to ISPE Members and will fill up fast! So register early!

### WORKSHOP:

Meeting new people and building personal relationships with business contacts is the foundation of any business professional, especially in today's job market. However it is meeting and marketing yourself to those new business contacts, and making those connections that many people find challenging.

This fast paced 2½ hour program will help participants learn why marketing yourself is so important for anyone in business today, especially for job seekers. Members will learn how to define value statements about themselves and turn those value statements into their own 15 second elevator speech, or in brief, how to create their marketing message for prospective employers and others they will meet in the job search process. Participants will learn how to qualify a networking event, and how to define which events and tools will help them reach their goals, whether they are job-seeking or building professional connections. We will discuss the importance of networking events and social networking tools such as LinkedIn and Facebook etc. Participants will learn tips for effectively networking face-to-face, about on-line etiquette for social networking tools as well as the importance of aligning your marketing message to the job opportunity.

### PROGRAM SCHEDULE:

Registration, Networking & Dinner: 5:30 PM – 6:00 PM  
Marketing Yourself Workshops: 6:00 PM – 8:30 PM

### REGISTRATION FEE: \$20

Name: \_\_\_\_\_ Member #: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**PAY BY CREDIT CARD:** Type:  Visa  MasterCard  AMEX

Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholder Name (as it appears on card): \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

**\*\* PLEASE NOTE: CANCELLATIONS RECEIVED AFTER Apr. 2, 2009 ARE SUBJECT TO BILLING \*\***

Payment may be sent to: ISPE, Boston Area Chapter, 411 Waverley Oaks Rd., Ste 331B, Waltham, MA 02452

Telephone: 781-647-ISPE (4773) ☒ Fax: 781-647-7222 ☒ Email: [ispe@camihq.com](mailto:ispe@camihq.com)

ISPE Boston Area Chapter Presents:

# MEMBERS ONLY “Marketing Yourself!”

**Thursday, April 9, 2009**

*F.W. Webb*

160 Middlesex Turnpike, Bedford, MA 01730



**Boston Area  
Chapter**  
ENGINEERING  
PHARMACEUTICAL  
INNOVATION

## **SPEAKERS:**

### **Bob Steininger**

Mr. Steininger joined Acceleron in March 2007 as Senior Vice President, Manufacturing. He is responsible for managing the manufacturing, QC, and validation personnel that are involved in making clinical trial material in Acceleron's disposable-based manufacturing facilities. He was previously the Vice President of Process Sciences at Millennium Pharmaceuticals. In this capacity, he was responsible for the processes for the bulk production of both large and small molecule clinical candidates and managed the development group which made Millennium's first internally developed biologic using disposable bioreactors. Mr. Steininger also served as a VP within the Millennium Product and Portfolio Management organization. Prior to joining Millennium, he held multiple roles at Genetics Institute (now Wyeth Pharmaceuticals) from 1984 to 2000, including Director of Clinical Production, Director of Process Technology, Director of Regulatory Affairs, and Senior Director of Research, Genomics. Mr. Steininger is a member of the Advisory Board for the Boston Area Chapter of ISPE, an Advisory Board member of the Chemical Engineering Department of the University of Massachusetts, Amherst, and on the Biotechnology Advisory Board for the RISTA program at the Cambridge High School. Mr. Steininger received a SB in Chemistry from Massachusetts Institute of Technology and an MS in Chemical Engineering from the University of California, Berkeley.

### **Linda Trowbridge**

Linda is a co-founder and Vice President of Change Dynamics Inc. Linda brings a natural high level of enthusiasm and energy to each seminar she leads. Linda has 19+ years of professional experience in the areas of project management, new product planning, customer service, marketing, professional development training and organizational development. Linda has been an educator, coach and organizational consultant since 1996, successfully training and coaching professionals, teams and organizations helping them to achieve their career and organizational goals. Linda is a member of the Nashoba Valley Chamber of Commerce, Wachusett Chamber of Commerce, on the Board of Directors for the North Suburban Chamber of Commerce and the Secretary for the Red Cross, Granite. Linda graduated Cum Laude from Boston University with a *BS in Cultural Anthropology* and a minor in *Archeology*, and received her MS in Management from Antioch New England Graduate School.

### **Bob Vear**

Bob is President and founder of Change Dynamics Inc., a Training and Organizational/Management consulting company in Ayer, Massachusetts. *Change Dynamics Inc.*, founded in 1996, focuses on “*helping organizations work more effectively together*” by providing professional development and project management training, career and team coaching as well as organizational consulting. Bob became interested in consulting and organizational education as a High Performance Organization participant at Digital Equipment Corporation in 1992, setting the strategic direction for 25,000 employees of the services organization. Bob has worked as a manager, project manager and individual contributor in customer service, engineering and manufacturing organizations, and has lead several successful product teams and programs. Bob has a BS in Management from Lesley College in Massachusetts, is a graduate of the Institute of Children's Literature and a member of the Nashoba Valley Chamber of Commerce, Wachusett Chamber of Commerce and the North Suburban Chamber of Commerce.

Together Bob and Linda have experience delivering programs in the following industries: medical, government, financial, high-tech, biotech, pharma, research, manufacturing, construction, non-profit, petroleum, insurance, publishing, solar, plastics/medical devices and educational institutions. In addition, both Bob and Linda have provided career counseling and job search seminars since 1998.

### **Meeting Host:**

Ted Haley, F.W. Webb

### **Meeting Leaders:**

Monique Sprueill, Bristol-Myers Squibb

Ric Feldt, Jeff Smith & Associates