

ISPE Boston Area Chapter Presents:
Marketing Yourself:
Empowering You to Increase Your Value in the Workplace

Thursday, November 15, 2012

5:30 pm to 9:00 pm

Genzyme Corporation

2 Science Center Lecture Hall

49 New York Ave., Framingham, MA 01701

PROGRAM SUMMARY:

Looking to be more successful in gaining new opportunities within the workplace? Or need advice for making the right impression with a potential employer? Discerning employees know there's a need to go beyond working hard and hoping someone else recognizes them for new openings or promotions. To advance in the workplace it's critical to learn to "market yourself" and be acknowledged for your unique talents and capabilities. In the competitive world of biopharm, how do you communicate and honestly present yourself in an advantageous way? This session will examine strategies for marketing yourself from multiple perspectives within the industry. The Panelists, drawing from a wealth of experience in recruiting and developing talent in biotech, will provide key insights for boosting personal success throughout the life cycle of a working professional (from the initial interview to mid-level career).

So what are you waiting for? Come network (an active component of marketing yourself) and learn the considerations specific to biopharm; empowering you to market yourself to achieve personal success.

PANELISTS:

Alison Neely, Recruiting Partner – Pharmaceutical Operations & Technology, Biogen Idec

Alison has been with Biogen Idec for 1.5 years and is a Recruiting Partner in Cambridge, MA, currently focused on staffing within the Pharmaceutical Operations & Technology division. Alison is currently the Lead Recruiting Partner for Cambridge Manufacturing and Technical Development (an organization with 275 employees split between NC and MA). Prior to joining Biogen Idec, she was a Senior Search Consultant, Life Sciences at HireMinds for 4.5 years, where she led the permanent staffing division, which supported hiring in the Greater Boston area for 50 biotech clients. Before joining the recruiting/staffing industry, Alison received her B.S degree in Microbiology from Virginia Tech.

Michael Pelletier, Director of Engineering and Facilities, Lonza Biologics

Michael Pelletier is the Director of Engineering and Facilities at the Lonza Biologics production facility in Portsmouth, NH. He has worked in the Biotechnology and Medical Device industries for twenty years including seven years at Abbott Laboratories in their Glucose Products group.

Michael joined Lonza in 2002 as the Automation Project Manager for the Large Scale Build Out project in Portsmouth NH, and was later Manager of the Controls and Calibration groups at the site.

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Michael Pelletier (continued)

He was responsible for Automation Development and Plant Commissioning activities at the Lonza Biologics Singapore expansion project where he spent three years with his family.

Michael holds a BS in Chemical Engineering from the University of New Hampshire and an MBA from Northeastern University.

Laura W. Poisson, Vice President, ClearRock, Inc.

Laura Poisson is an HR Professional with 15 years of experience in talent acquisition and career management. In her current role as Vice President for ClearRock, an executive coaching and outplacement firm, she provides career transition support to impacted individuals.

Before joining ClearRock, Laura worked for Liberty Mutual to lead management in developing hiring strategies to attract and hire top talent. Her communication skills and curiosity provided her with a platform to understand key motivators for both the hiring managers and candidates ensuring the right candidates were introduced to the right opportunities at the right time in their careers.

Prior to Liberty Mutual, Laura spent her time as a headhunter placing professionals in a variety of companies and industries giving her the beneficial perspective of understanding the nuances and skills required to succeed in both large, Fortune 100 companies as well as small, entrepreneurial environments. She coached candidates and companies on how to effectively market themselves and successfully recruited and placed IT professionals in insurance, professional services and financial services on the East Coast.

Laura has a BA in Psychology from the University of Maine and is a certified MBTI administrator.

Brian Jochim, Account Executive – Clinical Research, Aerotek Scientific, LLC

Brian has been with Aerotek since 2003 where he started as a Technical Recruiter for the Scientific division (supporting the life science industry). In this role, he sourced and screened candidates for the appropriate job match. Since 2004, Brian has been an Account Executive where his role is to create partnerships with local biotech and pharmaceutical companies to meet their staffing needs and provide them with top talent. He prides himself on creating lasting working relationships with clients and candidates to ensure a long-term fit.

MEETING MANAGERS:

Michael Levesque

Andrea Massa, Bürkert Fluid Control Systems



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PROGRAM SCHEDULE:

5:30 – 6:20 PM Registration & Networking Reception

6:20 – 6:30 PM Welcome & Program Introduction

6:30 – 8:30 PM Panel Presentations

8:30 – 9:00 PM Group Q & A



REGISTRATION FEES:

Registration by 11/8/2012 After 11/8/2012

<input type="checkbox"/> Members	\$50	\$60
<input type="checkbox"/> Non-members **	\$95	\$115
<input type="checkbox"/> Students	\$5	\$10

** Attendees may only attend one program as a non-member.

REGISTRATION IS NOW OPEN ONLINE!

Don't waste time filling in the form! Register online at www.ISPEBoston.org/Events.

Pay by credit card OR check.

Name: _____ Title: _____

Do you wish to opt out of being listed on the attendee roster:

Company: _____ Member #: _____

Address: _____ City: _____ State: _____ Zip: _____

Tel: _____ Fax: _____ Email: _____

PAY BY CREDIT CARD: Visa MasterCard American Express

Card #: _____ Expiration Date: _____

Cardholder Name (as it appears on card): _____

Cardholder Signature: _____

Payment may be mailed to: ISPE, Boston Area Chapter, 411 Waverley Oaks Road, Suite 331B, Waltham, MA 02452

Telephone: 781-647-ISPE (4773) ☒ Fax: 781-647-7222 ☒ Email: office@ispeboston.org

****PLEASE NOTE: CANCELLATIONS RECEIVED AFTER November 15th ARE SUBJECT TO BILLING****

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DIRECTIONS:

49 New York Ave., Framingham MA:

From Mass Turnpike,

- Take exit 12 for MA-9 toward Framingham and go 0.4 miles
- Keep left at the fork and merge onto MA Route 9 West, Boston Worcester Turnpike/Worcester Rd and go 0.9 miles.
- Turn right at California Ave. and go 0.3 miles.
- Take the 2nd left onto New York Ave
- Destination is on the right

For Door to Door Directions click here: <http://maps.google.com/maps?hl=en&tab=w1>

