

Beacon: Job Search and Career Development Subgroup

Overview

When you attend some of our events, you will have the opportunity to:

- Present your Positioning Statement (“Elevator Pitch / 15-Second Commercial”), and get helpful feedback for improvement
- Describe your Target Industries / Companies, and get leads / referrals to follow-up on at those targets
- Ask your most important job search / career questions of our career coaches, who will provide answers and solutions to move your process forward

Preparation

- Write, memorize and practice delivering your 15-second Positioning Statement
- Create and bring 30 copies of your Career Profile (“One Pager / Networking Profile”), which should include contact information, summary paragraph, work history, target companies, etc.
- Bring your name tag / badge
- Attire – dress as though you were going to an interview

NOTE: Instructions for creating these vital tools, and examples of each one, are shown below:

Positioning Statement – Examples

I am a **Senior Financial Services Executive** with more than 20 years of experience in business development, investment planning and team management. My strengths include communication, problem-solving and analysis. I am known for my skills in conflict resolution, project management and mentoring. I am seeking a leadership position where I can deliver innovative financial solutions and improve the bottom line.

I am **Global Convention Marketing and Events Professional** with 15 years of increasing responsibility in the pharmaceutical industry. My strengths include leadership, problem-solving, organization and communication. I have a solid reputation for improving outcomes, creating processes, allocating resources and making strategic decisions. I am now exploring opportunities where I can contribute significantly to another company’s success through the convention marketing channel.

I am a **Senior Business Development Executive** with more than 15 years of experience driving company growth via client acquisition, complex negotiations and relationship management. With advanced degrees in business and law, I bring a unique perspective to all of my professional roles. I am now seeking a leadership opportunity where I can develop new business, enhance client relationships and drive exceptional results.

I am an **International Management Executive** with more than 20 years of experience leading businesses in multiple industrial sectors. Most recently, I have held C-level positions running global and regional businesses while living in six countries. My strengths include team-building, communication and problem-solving. I am seeking an opportunity where I can significantly improve financial and operational results.

I am an **Accomplished Compliance and Assurance Professional** with 10 years of experience in the pharmaceutical, retail, public accounting and financial services industries. My strengths include management, communication and problem-solving. I am known for directing high-performance teams, developing effective compliance processes and delivering extraordinary results. I am seeking a leadership role where I can increase employee awareness, minimize regulatory scrutiny and save the company money.

I am a **Senior Non-Profit Executive** with more than 15 years of experience managing behavioral health and social service organizations. I offer a unique combination of general management and financial skills, and have served as both CEO and CFO for non-profits with over \$15M in annual revenue. My strengths include planning, innovation, team-building and analysis. I am now seeking a leadership role where I can help a non-profit agency achieve its mission and manage its resources effectively.

I am a **Senior Healthcare Executive** with almost 20 years of experience driving innovation, revenue growth, go-to-market strategies and execution. I have a unique background that integrates academia, R&D, management and sales. Most recently, I led a healthcare business in North America with revenues between \$3B and \$4B. I am known for my customer orientation, strategic vision, challenging the status quo, and building market share in a flat market. I am currently seeking an opportunity to take a dynamic organization to the next level.

Creating Your Positioning Statement – Guidelines / Template

Your Positioning Statement must:

- State succinctly what your professional identity is (i.e., “Senior Quality Assurance Professional” or “Accomplished Banking and Finance Executive”)
- Convey approximately how many years of experience you have
- State industries or functions in which you have proven expertise
- List specific strengths (i.e., “problem-solving, team building, leadership, etc.”)
- State what you’re looking for in a new position

Use the template below to jump-start your writing, and then feel free to rewrite and edit until you have something that works well.

I am a (provide professional “tag” or identifier) _____

with _____ years of experience in the _____ industry / field / niche / role

My strengths include _____

I have specific expertise in _____

I am now seeking (describe the type of position, opportunity or role you are seeking – not the title – as precisely as you can, along with what/how you can contribute) _____

Career Profile – Examples

MORTON P. SAVINS

linkedin.com/in/mortsavins

16 Hillcrest Street
Glendale, DE 18032

m.savins123@verizon.com

Home: (222) 333-4444

Cell: (222) 666-9999

SUMMARY:

Senior Information Systems Professional with more than 15 years of experience in consulting, telecommunications and government. Strengths include leadership, analysis, team-building and problem-solving. Offering a proven track-record of improving productivity by creating and implementing innovative technology solutions.

SEARCH OBJECTIVE:

Information Technology opportunity in the non-profit sector, where I can make a positive impact on the future of an innovative, growth-oriented organization

TARGETED INDUSTRIES:

Healthcare, Pharmaceuticals, Finance, Insurance, Communications

PROFESSIONAL EXPERIENCE:

Vice President, Information Systems, KayBell Industries, Oreland, PA	2014-2019
Director, Science and Technology, Computational Partners, Wayland, PA	2009-2014
Unit Manager, IBM Aerodynamics, Holmdel, NJ	2005-2009
Director, Software Development, Ace Manufacturing, Barnesboro, PA	2000-2005

TARGETED GEOGRAPHIC AREAS:

Mid-Atlantic States with preference for the Philadelphia area

ACADEMIC CREDENTIALS:

B.A. Physics, Hartford College, Hartford, CT 1988
Additional coursework in Leadership, Systems Thinking, Supervision, Interface Management, Software Management, Project Planning and Scheduling, Artificial Intelligence, Structured Analysis of Real-Time Systems, Financial Planning for Managers

AFFILIATIONS:

American College of Healthcare Executives (ACHE)
Association for Computing Machinery (ACM)
Healthcare Information Management Systems Society (HIMSS)
Hospital Association of Pennsylvania (HAP)
Human Factors Society (HFS)
Institute of Electrical and Electronic Engineers (IEEE)

BRENDA STEIN, CPA

linkedin.com/in/brendasteincpa

216 Duck Pond Way
Ardmore, MA 19608

bstein21221@yahoo.com

Home: 444-666-1111
Cell: 555-333-2222

PROFILE:

Senior Financial Services Professional with more than 20 years of increasing responsibility in financial supervision and general management experience. Proven strengths include analysis, problem solving and leadership. Specific expertise in budget planning, forecasting, and negotiation of complex corporate transactions. Proven skills include:

- Project Management
 - Team Leadership
 - Mergers and Acquisitions
 - Client Service
 - Regulatory Compliance
 - SEC Reporting
 - Operations
 - Liability Management
 - Software Implementation
 - Business Development
 - Marketing Support
 - Coaching and Mentoring
-

SEARCH OBJECTIVE:

V.P., Finance or Chief Financial Officer in the Financial Services industry, that will leverage my extensive experience in budget supervision, mergers and software implementation.

TARGETED INDUSTRIES:

- Financial Services
 - Information Technology
 - Product Marketing
 - Distribution
 - Utilities
 - Transportation
-

PROFESSIONAL EXPERIENCE:

Consumer International, Inc. – V.P., Finance	2011 – 2019
Berson Corporation – Controller	2007 – 2011
The Klein Group – Senior Accountant	2000 – 2007
Blaise, Clark, Stein – Accountant	1996 – 2000

REPRESENTATIVE TARGET COMPANIES:

- Burt Fine and Company	- Office Concepts	- Kohn, Sharp, Krieg
- Goal Technologies	- Parker Company	- The Builders Partnership
- AMCO Design	- The Gray Group	- Maine Shapiro Stern

ACADEMIC CREDENTIALS:

B.S., History, Penn State University, University Park, PA
C.P.A., Registered in Pennsylvania and Delaware

AFFILIATIONS:

American, Pennsylvania and Delaware Institutes of Certified Public Accountants
Financial Executives Networking Group

Career Profile – Checklist

Below are the items to be included in your Career Profile. It is not necessary to incorporate EVERY item – use the ones that are most appropriate for your own background and circumstances.

- Name, Address, E-mail, Phone Number(s), LinkedIn Link
- Summary: 3-5 sentences that provide a summary of who you are, what you've accomplished and what you can offer to your next employer
- Areas of expertise
- Capabilities and qualifications
- Search objective
- Targeted industries (include annual sales volume if possible)
- Targeted companies
- Targeted positions
- Professional experience
- Achievements
- Geographical considerations
- Academic background
- Industry credentials
- Affiliations and memberships
- Other ...