

Securing the Correct Company Contact in Recruiting

Leonard Katz
ILO Retreat
Pittsburgh, PA
June 22, 2012

SynBERC

Synthetic Biology Engineering Research Center

- 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