



Saturday June 1st - Using LinkedIn Proactively as an IT Professional

LinkedIn is unarguably the premier professional networking site with more than 225 million members, 77 million in the US alone, purposed for business professionals needing to keep in touch. If you need to build your network to get to the next level, if you are in transition, if you need to find employees or talent for your hot projects, or if you want to dig your well before you are thirsty, this is the workshop for you. For those in transition, this "hands-on" workshop will teach you how to improve your LI profile, incorporate keywords, and proactively use LI to get the most of your networking. You will leave the event with an improved profile. "He is fabulous and shows how to use LI strategically, not passively. He is humorous, effective, a good presenter, and highly informative with great graphics to support and give to the audience on site or as attachment." - an AITP-LA member who has seen the presentation recently.

SPEAKER: Jeffrey T. Gotro, Ph.D., CMC® LinkedIn profile:

<http://www.linkedin.com/in/jeffgotro> Jeff is the President and founder of InnoCentrix, LLC, a technical and management consulting company that serves the polymer (plastics) industry. He has over thirty years' experience in scientific and leadership positions at IBM, AlliedSignal, Honeywell International, and Ablestik Laboratories. Jeff brings to his clients a solid proficiency in solving complex technical problems, identifying polymer materials and process solutions for new products, identifying new business development opportunities in the polymer industry, managing Intellectual property and IP strategy, leveraging biopolymers and bioplastics for environmental sustainability. Jeff has consulting experience with companies ranging from early-stage start-ups to Fortune 50 companies. His unique combination of deep technical knowledge and business experience allow him to drive client projects to commercial success. Jeff also provides expert witness services and litigation support in the polymer/plastics field. He holds a Ph.D. in Materials Science from Northwestern University with a specialty in polymer science and is a Certified Management Consultant (CMC®) from the Institute of Management Consultants (IMC-USA).

SUGGESTED PRE-READ ARTICLE: "LinkedIn is 10 years old today: Here's the story of how it changed the way we work" - <http://thenextweb.com/insider/2013/05/05/linkedin-10-years-social-network/>

REGISTRATION: \$15 members, \$35 non-members. Register Now:

<http://www.acteva.com//booking.cfm?bevaaid=236137>

DATE/TIME: Saturday, June 1 from 9:00AM to 12:00 noon

LOCATION: Robert Half Office: Equinox Building, 10960 Wilshire Blvd, 9th floor
Westwood, CA 90024

DIRECTIONS: Parking approach is at front of building on Wilshire. Fee is \$25 per day. Parking is available at other lots in Westwood as well.