

Essex § Partners

A Division of Keystone Partners

Networking Online with LinkedIn

co-presented by Alan Gonsenhauser and Colin Moor

Thursday, September 27 • 8:00 – 10:30 am

DLA Piper Rudnick Gray Cary • 33 Arch Street, 26th Floor • Boston

(8:00 Networking and Continental Breakfast, 8:30 Presentation, 10:00 Networking)

We know that over 70% of jobs are found through networking connections, but we also know networking is difficult and time consuming. One way to quickly expand and improve the quality of your network is through professional and social networking sites, such as LinkedIn.

Alan Gonsenhauser, an Essex client and power user of LinkedIn, and Colin Moor, Senior Vice President of Keystone Associates, will lead a lively discussion on how to effectively use LinkedIn to access a diverse and significant number of people for the purpose of making business connections, getting interviews and identifying job opportunities. Other takeaways include:

- An overview of online social networking value propositions and what's in it for you
- Ways to quickly grow your network and get the most out of LinkedIn
- Quality vs. quantity tradeoffs for your LinkedIn network connections
- Top 10 tips when building your online network

About Our Speakers

Alan Gonsenhauser is a senior marketing and business development executive experienced across healthcare technology and services, financial services, and business process outsourcing industries. Formerly Vice President Marketing for GE Healthcare Financial Services, Alan has also held chief marketing and general management roles at Lifeline Systems, Saliency, AT&T Capital, Panasonic and Xerox where he drove significant revenue and market share gains. He excels at developing strategic and tactical business plans, evangelizing brands, integrating acquisitions, deploying innovative approaches to out-market competitors, on-line marketing and accelerating revenue with limited budgets. Alan has presented at numerous global technology, outsourcing and venture capital conferences and has appeared on CNBC.

Colin Moor, Senior Vice President of Keystone Associates, is a career consultant and coach with over 20 years of business expertise and career transition, career management and executive coaching experience. During his career, Colin has provided career consulting services to a variety of industries and organizations in the New England area, including those in financial services, software and hardware technology, media, retail, legal, medical, academic and other non-profit sectors. At Keystone Associates, Colin partners with senior-level clients to help them successfully transition into new opportunities, launch entrepreneurial ventures or create portfolio career models.

RSVP by September 20th to Joy Giffen at 617-305-9705 or rsvp@essexpartners.com. We hope you can join us!