



Your Personal Branding in the Digital Age:
Learn Secret LinkedIn Strategies to Leverage Your Career

Shanna Landolt #1 Best Selling Author

“LinkedIn Secrets From a
Top Executive Recruiter”

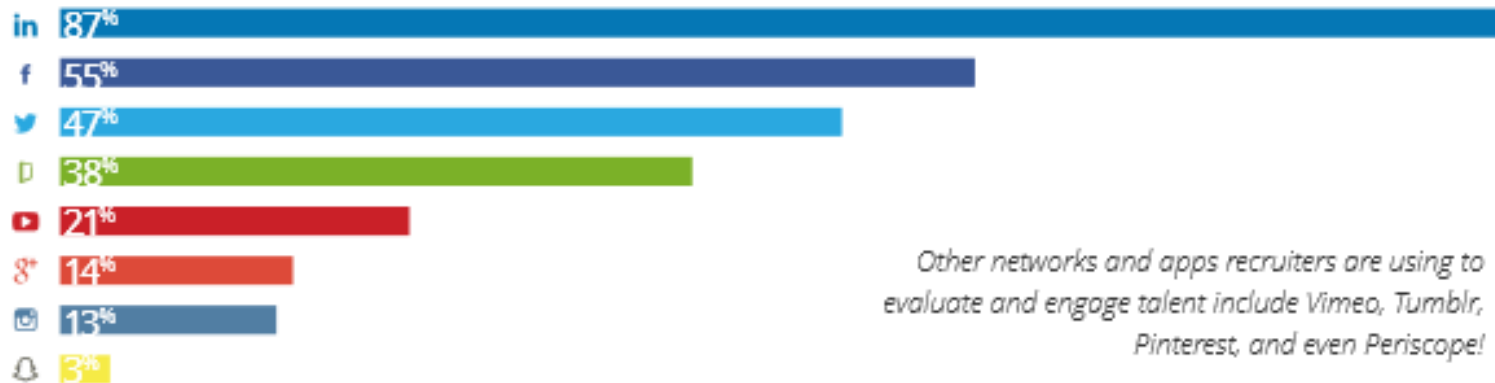


Your Personal Branding in the Digital Age:

Jobvite 2015 Survey of Recruiters re Social Media

SOCIAL

Only 4% of recruiters DON'T use social media in the recruiting process. 4% aren't sure, but the 92% of recruiters that do use social media cast a wider net than ever:



Other networks and apps recruiters are using to evaluate and engage talent include Vimeo, Tumblr, Pinterest, and even Periscope!



Facebook

Be Careful What You Post



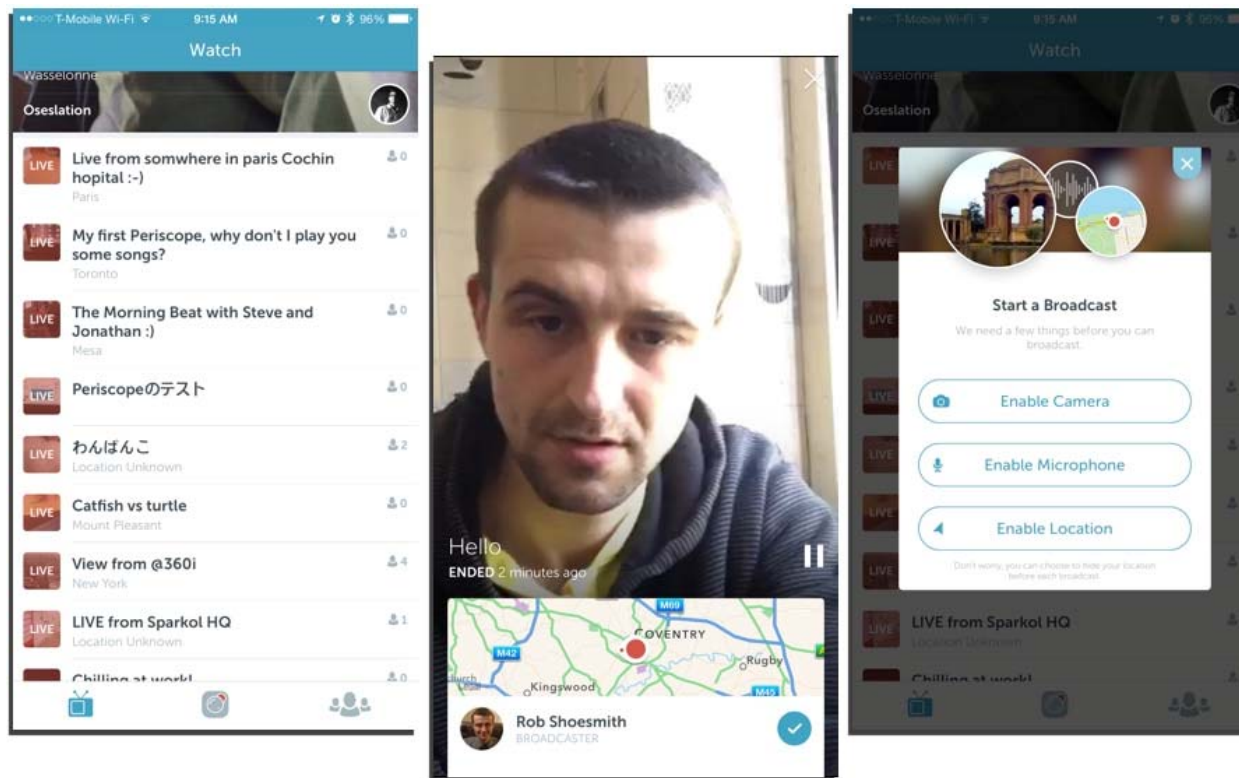
Find us on:
facebook®



Lot of Recruiters Post Links to Jobs on Twitter



Brand #You as a Thought Leader on Periscope



Brand #You as a Thought Leader on Blab.im



Linked in®



Why Does Your LinkedIn Profile Matter?

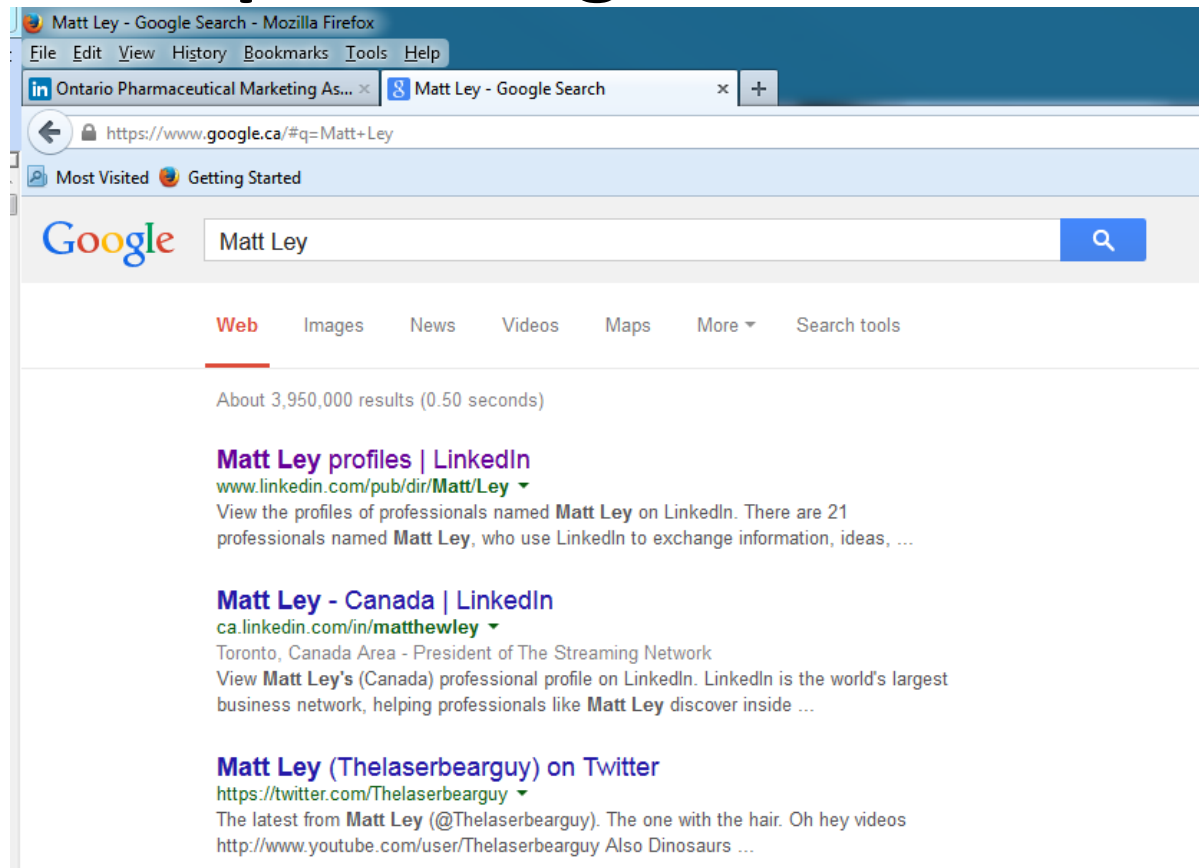


Why Does It Matter to Have A Great LinkedIn Profile?

- ✓ You have Control Over what people see about you when then Google You. Personal Branding.
- ✓ Every job today is “temporary”. No more working at 1 company for your whole career.
- ✓ Opens the doors for networking, new business, speaking opportunities, promotions and job offers.



LinkedIn Shows Up at the Top of Google Searches



People are Researching You



LinkedIn Currently Has

- A. 250 Million Users+
- B. 300 Million Users+
- C. 380 Million Users+
- D. 420 Million Users +

Please leave this region available for the turning point software to illustrate the responses



CMRQ | PMPRQ



Approximately How Many People in Canada Use LinkedIn?

- A. 11 Million Users+
- B. 7 Million Users+
- C. 14 Million Users+

Please leave this region available for the turning point software to illustrate the responses



What Percentage of Canadian Female Social Media Users Have a LinkedIn Account?

- A. 15%
- B. 25%
- C. 39%
- D. 42%

Please leave this region available for the turning point software to illustrate the responses



What Percentage of Canadian Male Social Media Users Have a LinkedIn Account?

- A. 25%
- B. 29%
- C. 33%
- D. 37%

Please leave this region available for the turning point software to illustrate the responses



What Percentage of Millionaires Use LinkedIn?

- A. 29%
- B. 35%
- C. 39%
- D. 41%

Please leave this region available for the turning point software to illustrate the responses



What Percentage of LinkedIn Users Earn More than 100K?

- A. 25%
- B. 30%
- C. 40%
- D. 50%

Please leave this region available for the turning point software to illustrate the responses



CMRQ | PMRQ



**IMPORTANT Before you go to edit your profile,
go to Privacy & Settings
(It is under the small picture of you on the
top right hand side of your profile.)**

The screenshot shows a LinkedIn profile for Shanna Landolt. The top navigation bar includes 'Home', 'Profile', 'Connections', 'Education', 'Jobs', and 'Interests'. The profile header features a large banner with the text 'Your Leading Authority on Lev Recruitment and Execut'. Below the banner is a question: 'Do you have any certifications?' with 'Yes' and 'No' buttons. The profile information includes a small profile picture, the name 'Shanna Landolt', and her title: 'LinkedIn Expert | Pharma & Biotech Recruiter | Headhunter | Author | Speaker | Great Team of Life Sciences Recruiters'. Her location is 'Toronto, Ontario, Canada | Staffing and Recruiting'. The 'Current' section lists 'Secrets From a Headhunter, The Landolt Group - Recruitment and Executive Search, The HR Gazette'. The 'Previous' section lists 'Various Executive Search Firms'. The 'Education' section lists 'Sassy Mastermind'. The 'Account & Settings' dropdown menu is open, showing options: 'Sign Out', 'Manage' (for Account: Executive, Job Posting, Advertising, Company Page), 'Change' (for Language), 'Manage' (for Privacy & Settings), and 'Get Help' (for Help Center). A red arrow points to the 'Privacy & Settings' option. The 'Ads You May Be Interested In' section shows two ads: 'Gmail for Your Domain' and 'Recruiting Assistants'.



CMO | PMO | Q

Turn off your activity broadcasts so every single change isn't broadcast to your network.

Shanna Landolt
Member since: April 8, 2008

Primary Email [Change/Add](#)
shanna@landoltgroup.com

Password [Change](#)

Payment

- [Manage Billing Information](#)
- [View purchase history](#)

Account Type: Executive

- [Premium features tour](#)
- [Compare account types](#)
- [Downgrade or cancel your Premium account](#)

Get More When You Upgrade!

- [More communication options](#)
- [Enhanced search tools](#)

[Upgrade](#)

InMails

73 available [Purchase](#)
Next grant 25 credits on July 2, 2014

[Open Profile](#)

Accepting messages [Change](#)

LinkedIn Ads

Having 1 active account
[Manage campaign](#) | [Create a campaign](#)

[Show more items](#)

Profile

Communications

Groups, Companies & Applications

Account

Privacy Controls

- [Turn on/off your activity broadcasts](#)
- [Select who can see your activity feed](#)
- [Select what others see when you've viewed their profile](#)
- [Turn on/off How You Rank](#)
- [Select who can see your connections](#)
- [Change your profile photo & visibility »](#)

Settings

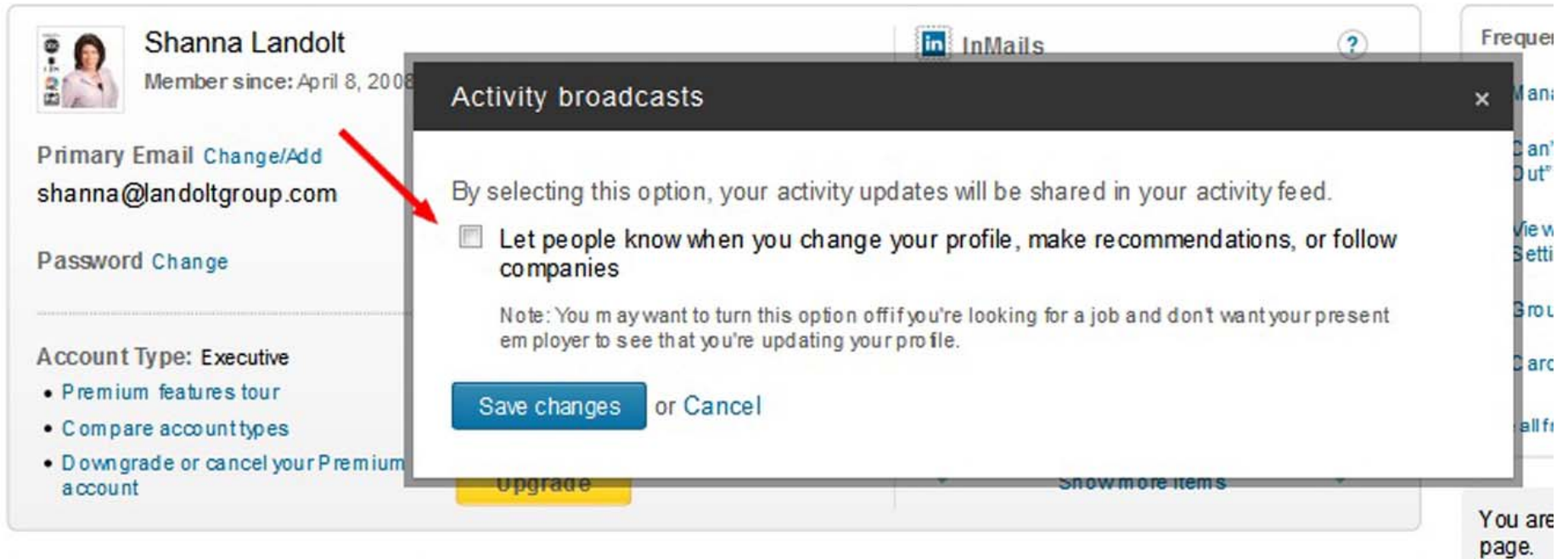
- [Manage your Twitter settings](#)
- [Manage your WeChat settings](#)

Helpful Links

- [Edit your name, location & industry »](#)
- [Edit your profile »](#)
- [Edit your public profile »](#)
- [Manage your recommendations »](#)



Uncheck this box



Shanna Landolt
Member since: April 8, 2008

Primary Email [Change/Add](#)
shanna@landoltgroup.com

[Password Change](#)

Account Type: Executive

- [Premium features tour](#)
- [Compare account types](#)
- [Downgrade or cancel your Premium account](#)

[Upgrade](#) [Show more items](#)

Activity broadcasts

By selecting this option, your activity updates will be shared in your activity feed.

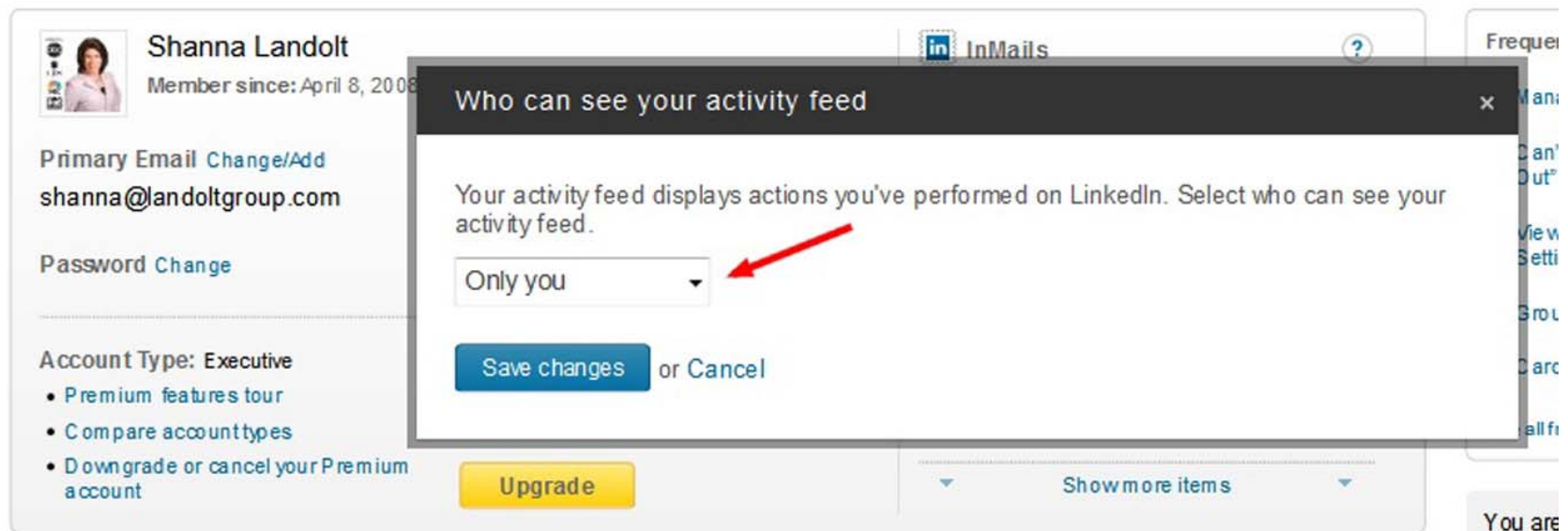
Let people know when you change your profile, make recommendations, or follow companies

Note: You may want to turn this option off if you're looking for a job and don't want your present employer to see that you're updating your profile.

[Save changes](#) or [Cancel](#)



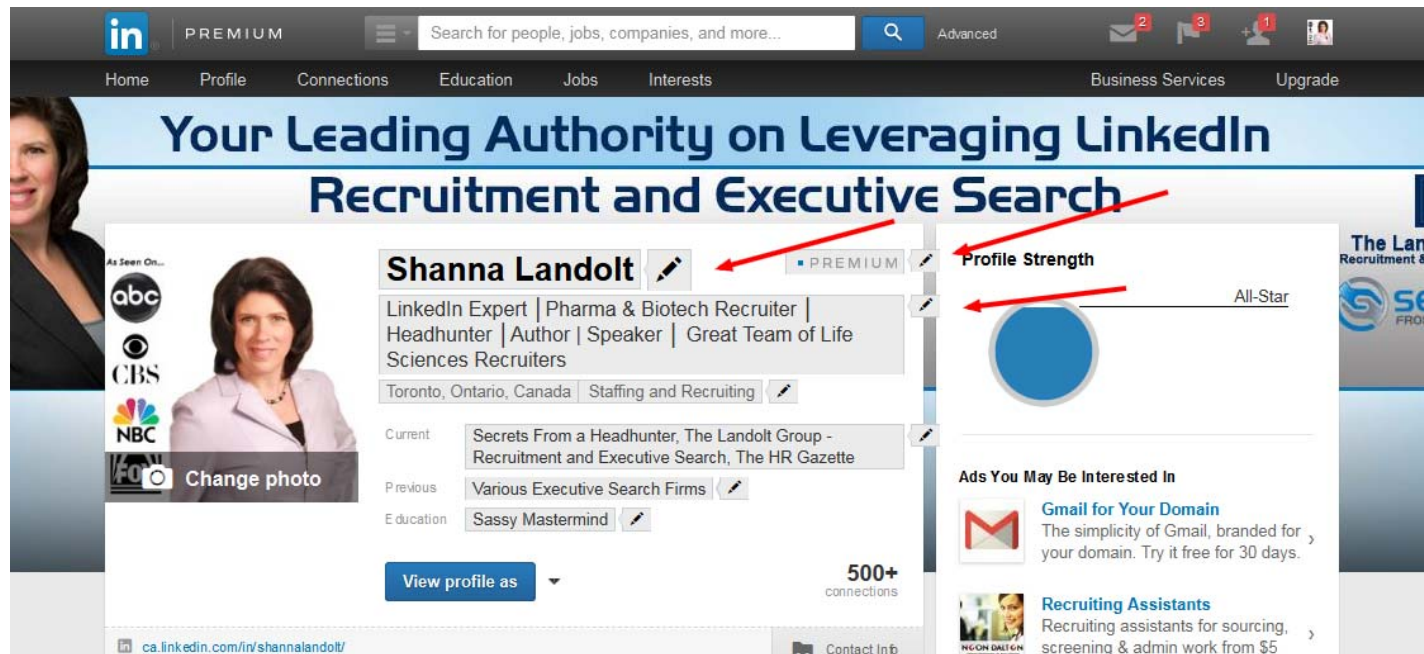
Change your activity feed to “Only you”.



The screenshot shows a LinkedIn profile for Shanna Landolt. A modal dialog box titled "Who can see your activity feed" is open, displaying the text: "Your activity feed displays actions you've performed on LinkedIn. Select who can see your activity feed." Below this text is a dropdown menu with "Only you" selected. A red arrow points to the dropdown menu. At the bottom of the dialog are "Save changes" and "Cancel" buttons. The background shows the profile header with the name "Shanna Landolt", "Member since: April 8, 2008", and "Primary Email Change/Add shanna@landoltgroup.com". There is also an "Upgrade" button and a "Show more items" link visible.



You are now ready to edit your profile – notice the pen icon when you hover. Click on the pen each time you want to edit a section.



In Your Name Field it is acceptable to include

- A. Your Name Only
- B. Your Name and your Education i.e. Shanna Landolt MBA
- C. Your Name and your Email Address
- D. Your Name and your Phone Number (Cell only)

Please leave this region available for the turning point software to illustrate the responses



Your Name

The image shows a screenshot of a LinkedIn profile page for Shanna Landolt. The page is in 'Edit' mode, as indicated by the 'Done editing' button. A red arrow points to the pencil icon next to her name, which is used to edit the profile name. The profile information includes her title 'Pharmaceutical & Biotechnology Recruiter | Headhunter | Executive Search & Recruitment | LinkedIn Expert', location 'Toronto, Ontario, Canada', and industry 'Staffing and Recruiting'. The page also shows '500+ connections' and a URL 'ca.linkedin.com/in/pharmabiotechrecruiter/'.



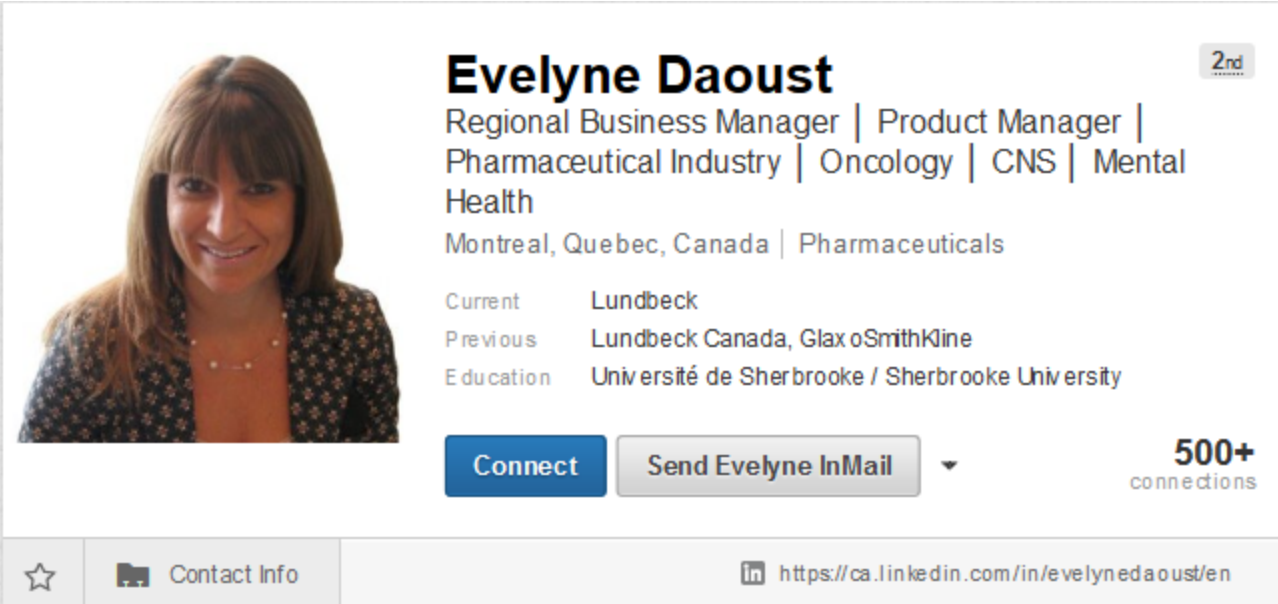
If You Include a Photo the likelihood that your LinkedIn Profile will get viewed will increase by:

- A. 5x
- B. 8x
- C. 11x
- D. 14x

Please leave this region available for the turning point software to illustrate the responses



Your LinkedIn Photo



Evelyne Daoust 2nd

Regional Business Manager | Product Manager |
Pharmaceutical Industry | Oncology | CNS | Mental
Health

Montreal, Quebec, Canada | Pharmaceuticals

Current **Lundbeck**
Previous **Lundbeck Canada, GlaxoSmithKline**
Education **Université de Sherbrooke / Sherbrooke University**

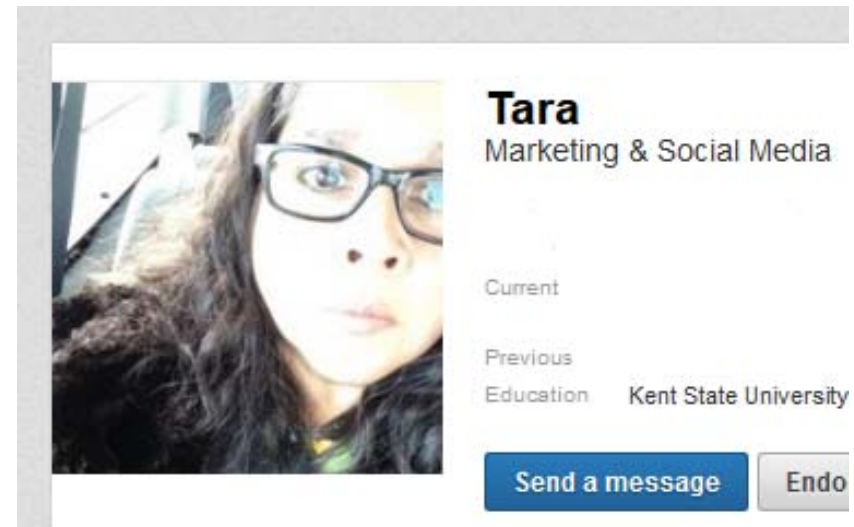
[Connect](#) [Send Evelyne InMail](#) 500+ connections

[Contact Info](#) <https://ca.linkedin.com/in/evelynedaoust/en>

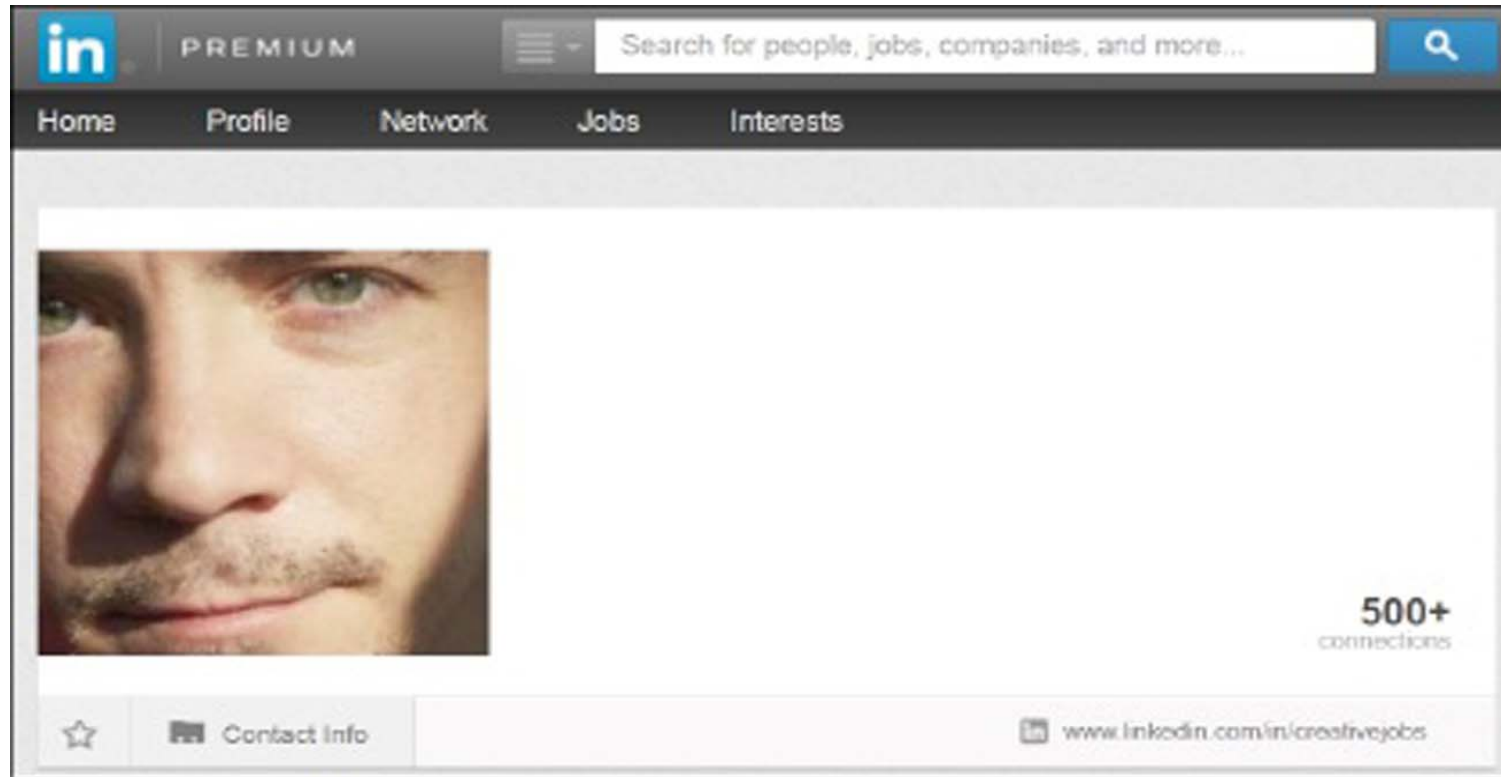


LinkedIn Photo Don'ts

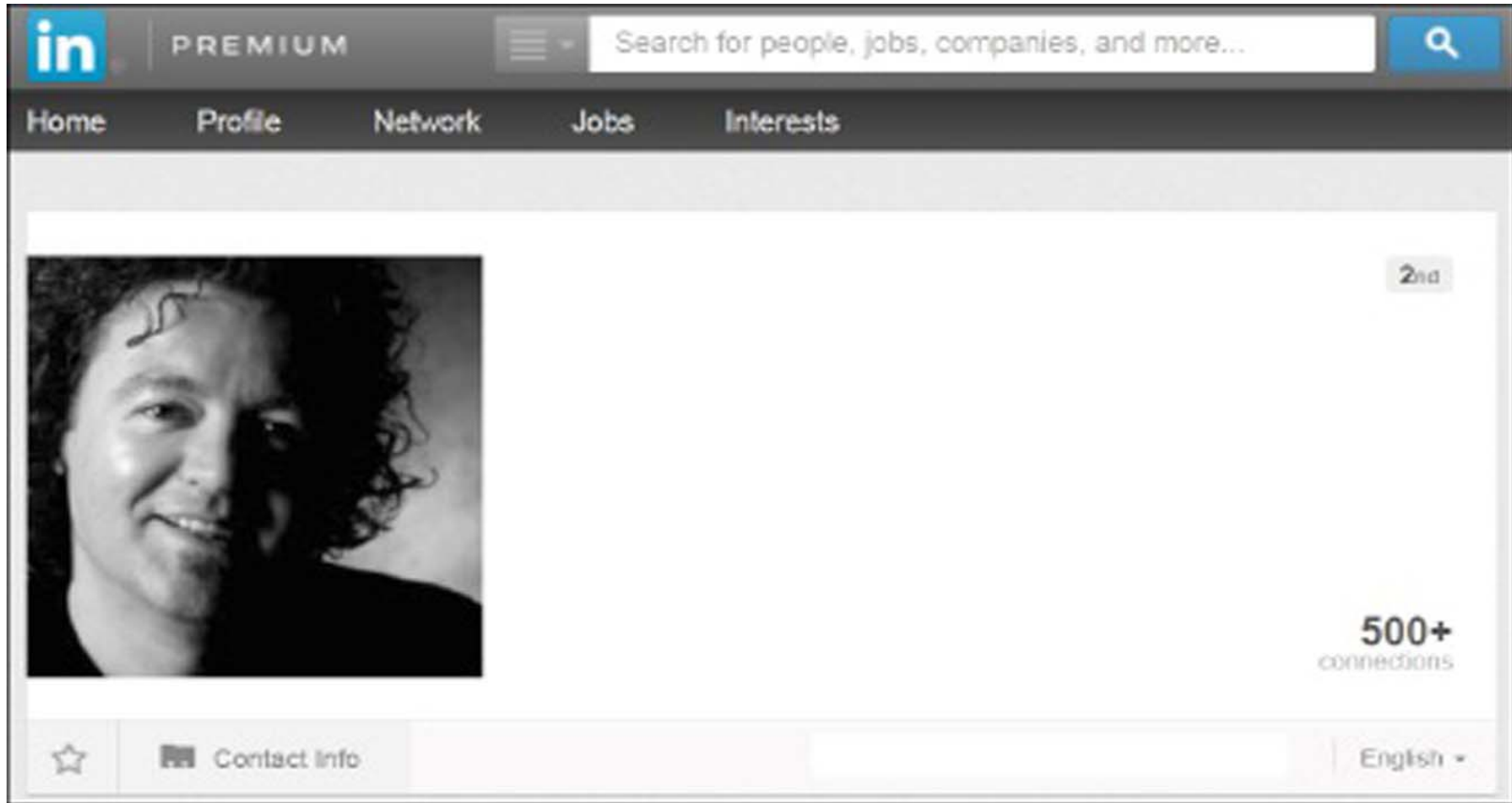
- ✓ Head too big
- ✓ Grainy or pixelated
- ✓ An “obvious” selfie
- ✓ Bad lighting
- ✓ Inappropriate for your industry
- ✓ Party Picture
- ✓ Wedding Photo
- ✓ Picture in swim wear
- ✓ Picture with your family / kids / baby / dog
- ✓ Picture too small



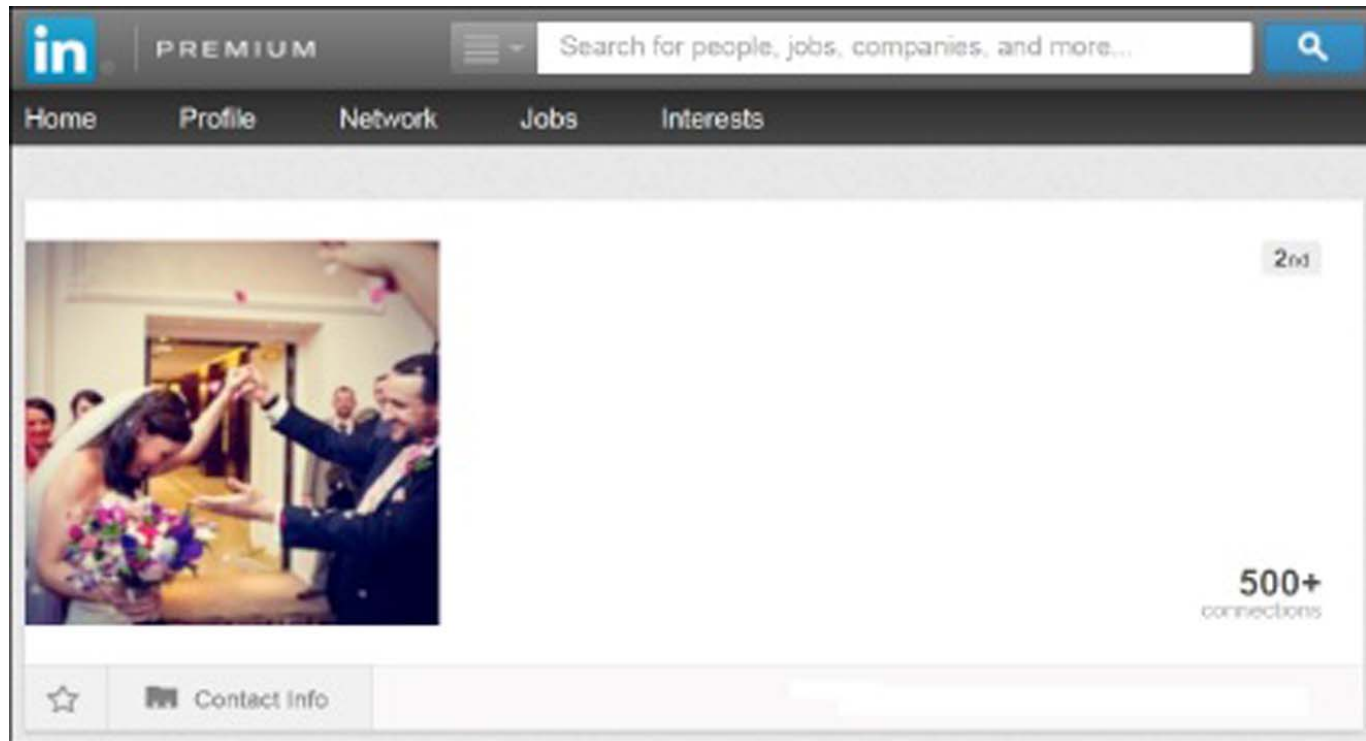
Don't have your head too big



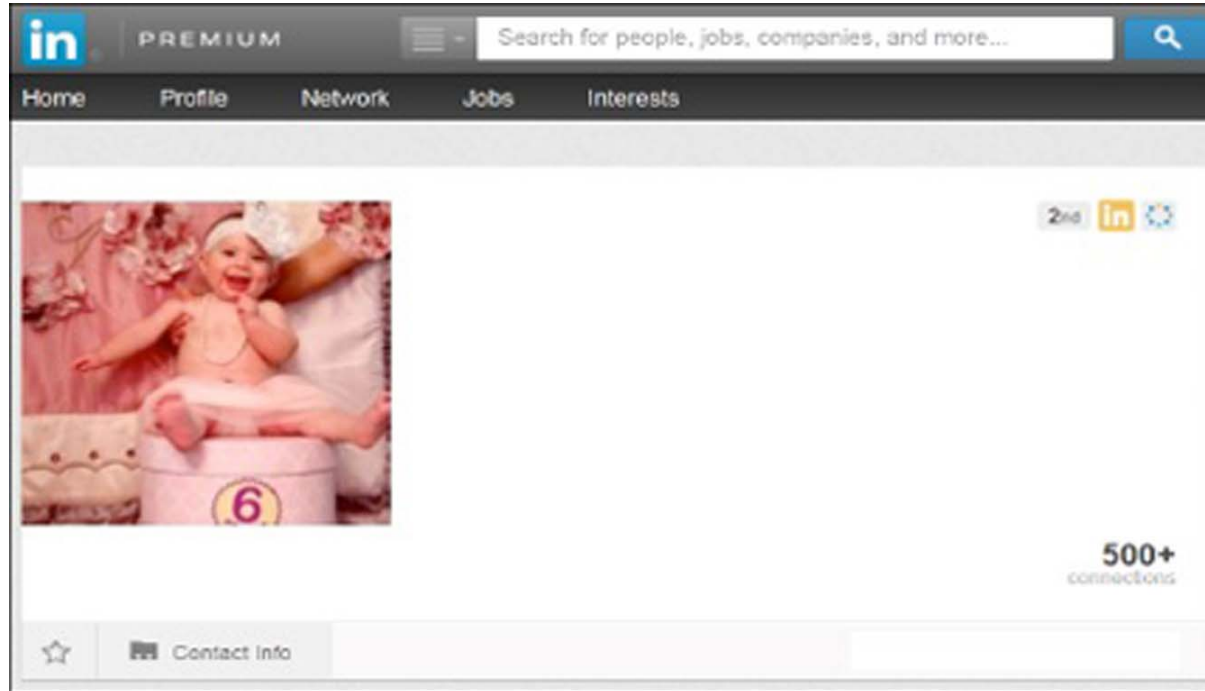
Don't have bad lighting



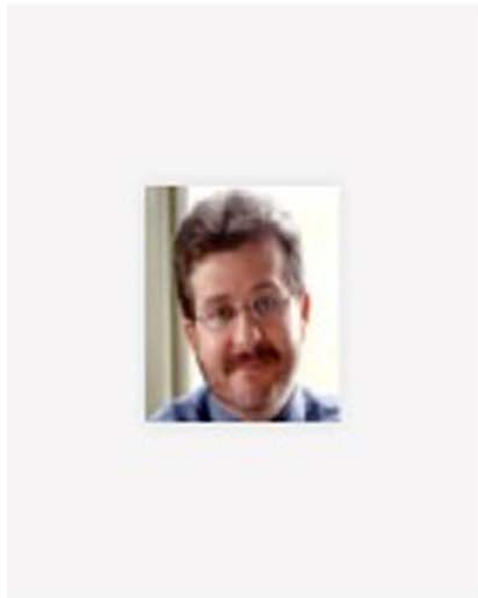
Don't use a wedding photo or formal wear photo



Don't put a photo of your kids or baby.



Don't have an incorrectly formatted photo.



Connect

3rd 

500+
connections



Don't have multiple people in your photo



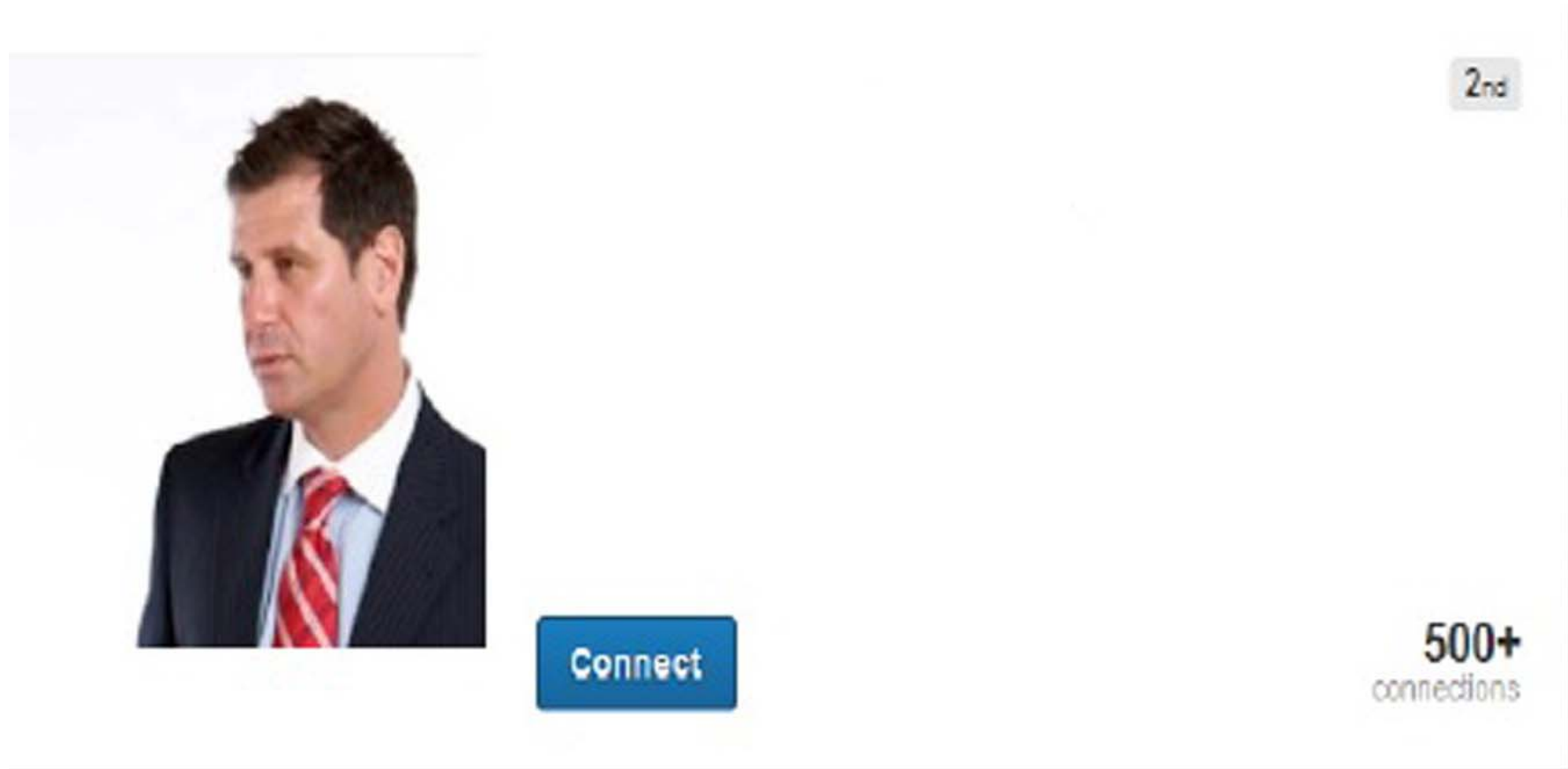
Connect

2nd

500+
connections



Don't look away from the text



Santiago Molano

PMCQ Board Member

looking away and grey background



Santiago Molano 2nd
Senior Purchasing Agent at Novartis
Montreal, Quebec, Canada | Pharmaceuticals

Previous YWire Technologies Inc., JMSB MBA International Case Competition, SNC-Lavalin
Education John Molson School of Business

[Connect](#) [Send Santiago InMail](#) 393 connections

[Contact Info](#) <https://ca.linkedin.com/pub/santiago-molano/39/373/aa6>

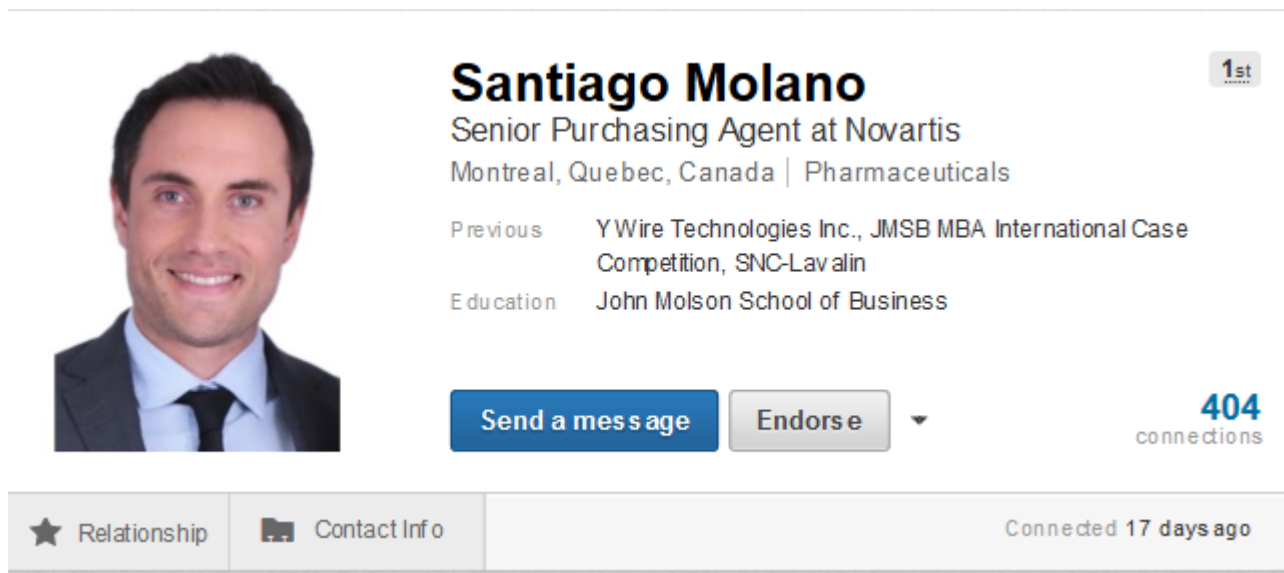


PMCQ

Santiago Molano

PMCQ Board Member

Looking towards text & white background



Santiago Molano 1st
Senior Purchasing Agent at Novartis
Montreal, Quebec, Canada | Pharmaceuticals

Previous YWire Technologies Inc., JMSB MBA International Case Competition, SNC-Lavalin
Education John Molson School of Business

[Send a message](#) [Endorse](#) 404 connections


★ Relationship [Contact Info](#) Connected 17 days ago



PMCQ | PMCQ

Tips for the BEST photo

- Dress for the job you WANT
- Smile
- Shoulders towards the text and face forward
- 200x200 to 500x500 pixels. 4MB
- White background - easy to do on Fiverr or Upwork Global



Jason Lewis 1st

President, PharmaComm Inc & RemoteRep
Kitchener, Canada Area | Marketing and Advertising

Current RemoteRep®, PharmaComm Inc
Previous Marketforce, Apotex International, Hoffmann-La Roche
Education Queen's University

[Send a message](#) [Endorse](#) 473 connections



The Highest Standard for a LinkedIn Photo is:

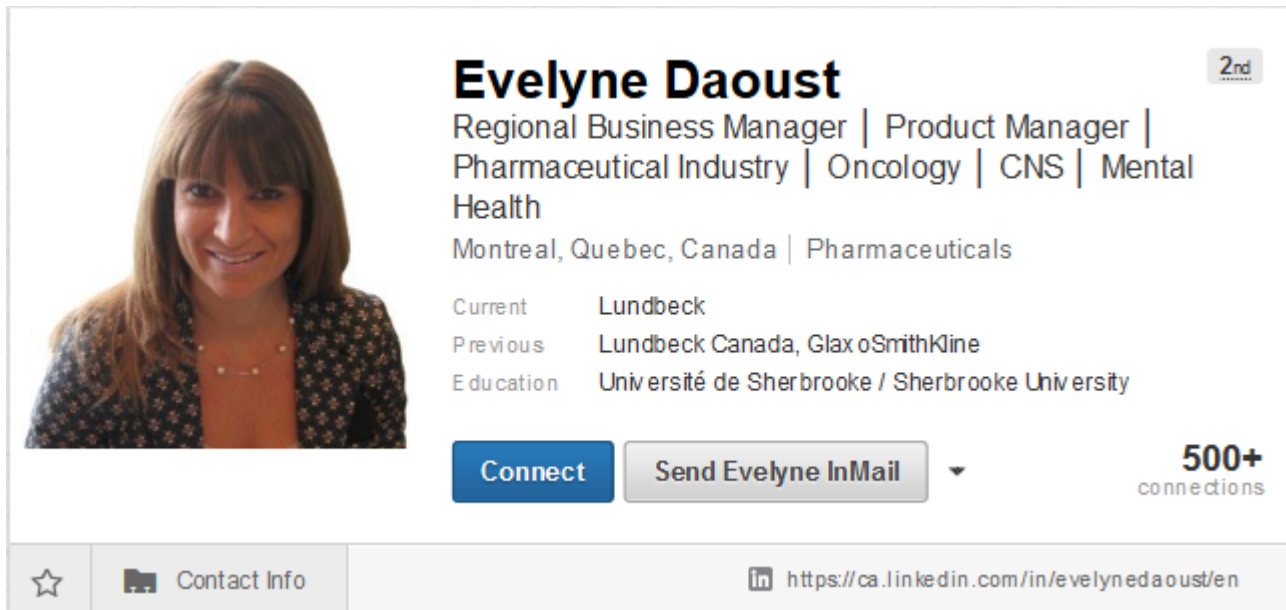
- A. Professional Photo, Business Attire, Mid Chest Up, Smile
- B. Professional Photo, Business Attire, Mid-Chest Up, Shoulders slightly towards the left, Smile
- C. Professional Photo, Business Attire, Mid-Chest Up, Shoulders slightly towards the right, background colour matched to the white of LinkedIn.

Please leave this region available for the turning point software to illustrate the responses



YOUR HEADLINE

- 120 Characters
- The most SEO relevant
- You CAN include job titles you WANT (must be specific)



Evelyne Daoust 2nd

Regional Business Manager | Product Manager |
Pharmaceutical Industry | Oncology | CNS | Mental
Health

Montreal, Quebec, Canada | Pharmaceuticals

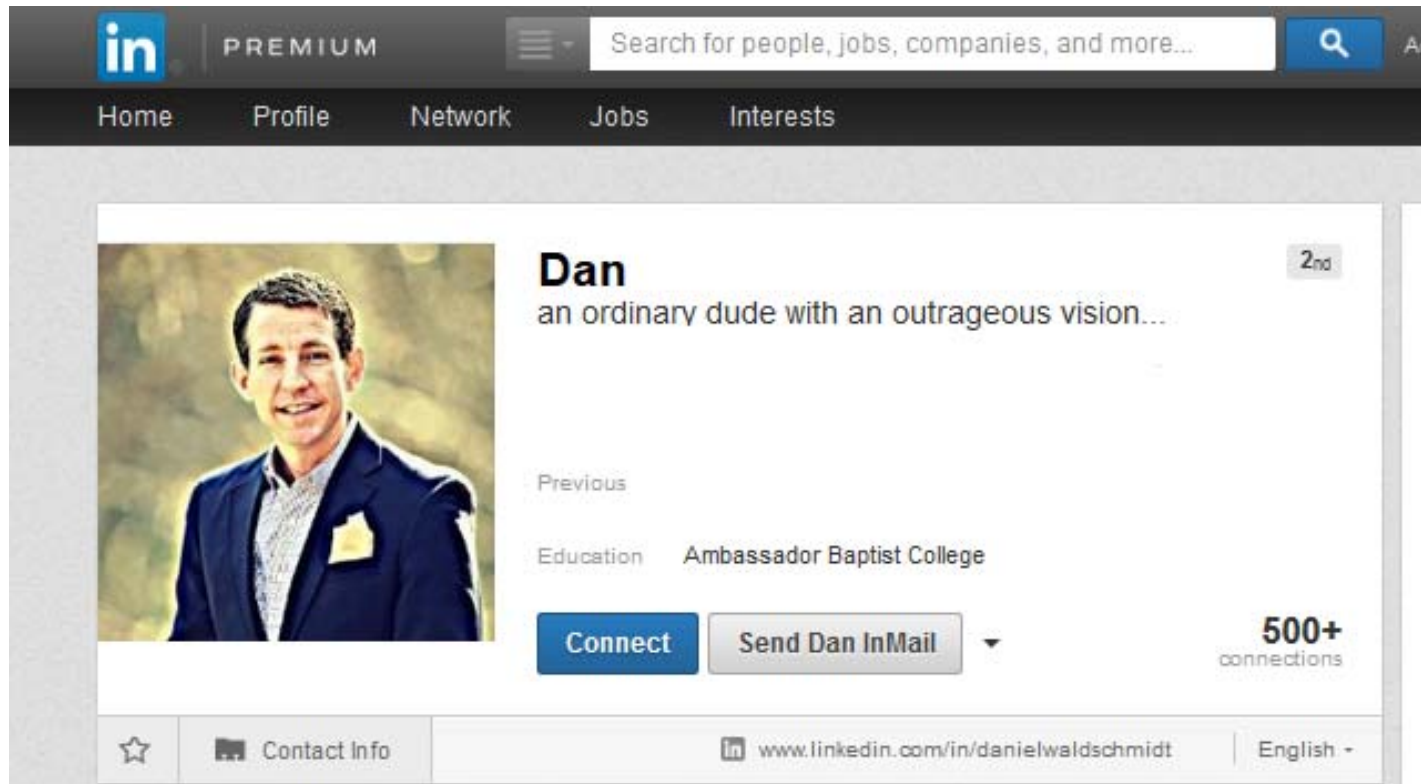
Current Lundbeck
Previous Lundbeck Canada, GlaxoSmithKline
Education Université de Sherbrooke / Sherbrooke University

[Connect](#) [Send Evelyne InMail](#) 500+ connections

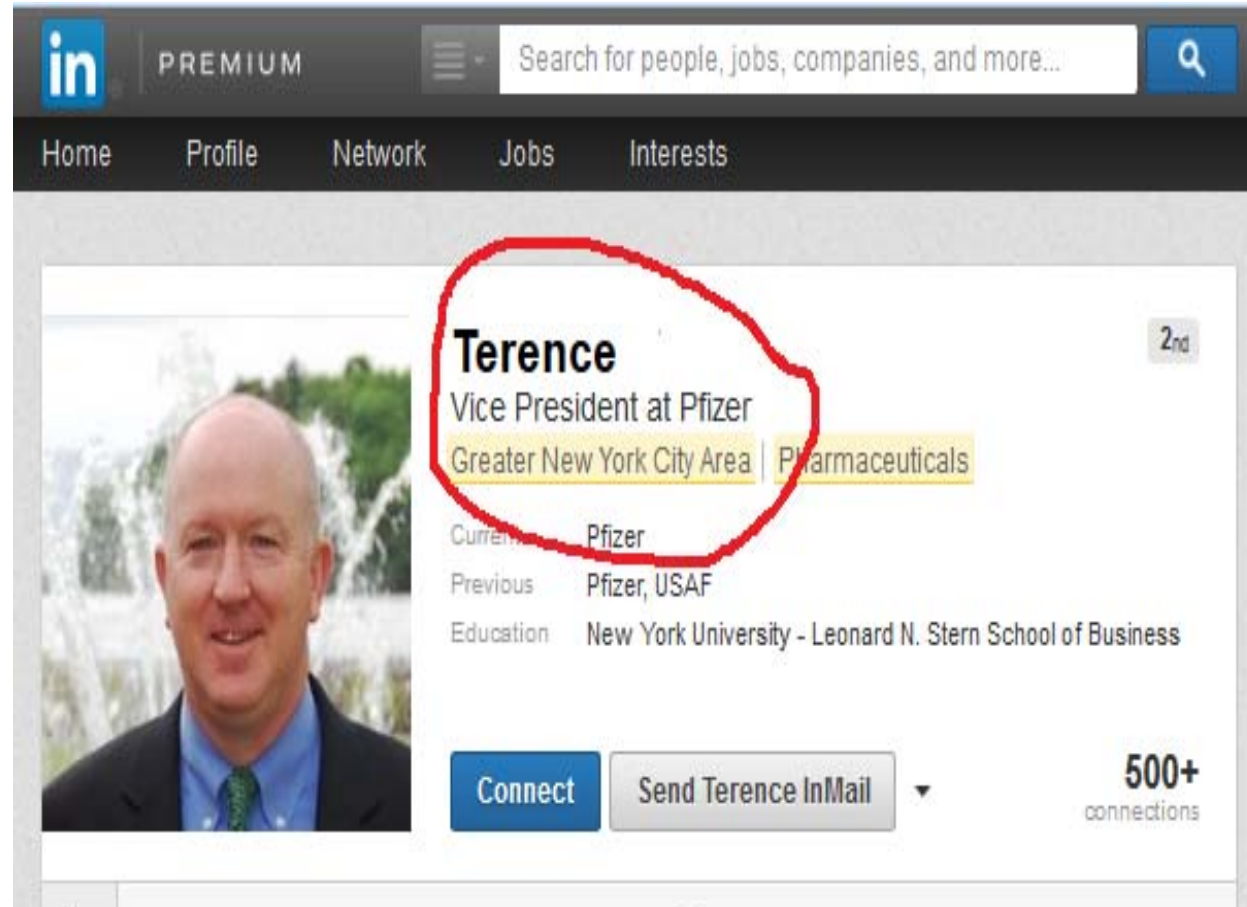
[Contact Info](#) <https://ca.linkedin.com/in/evelynedaoust/en>



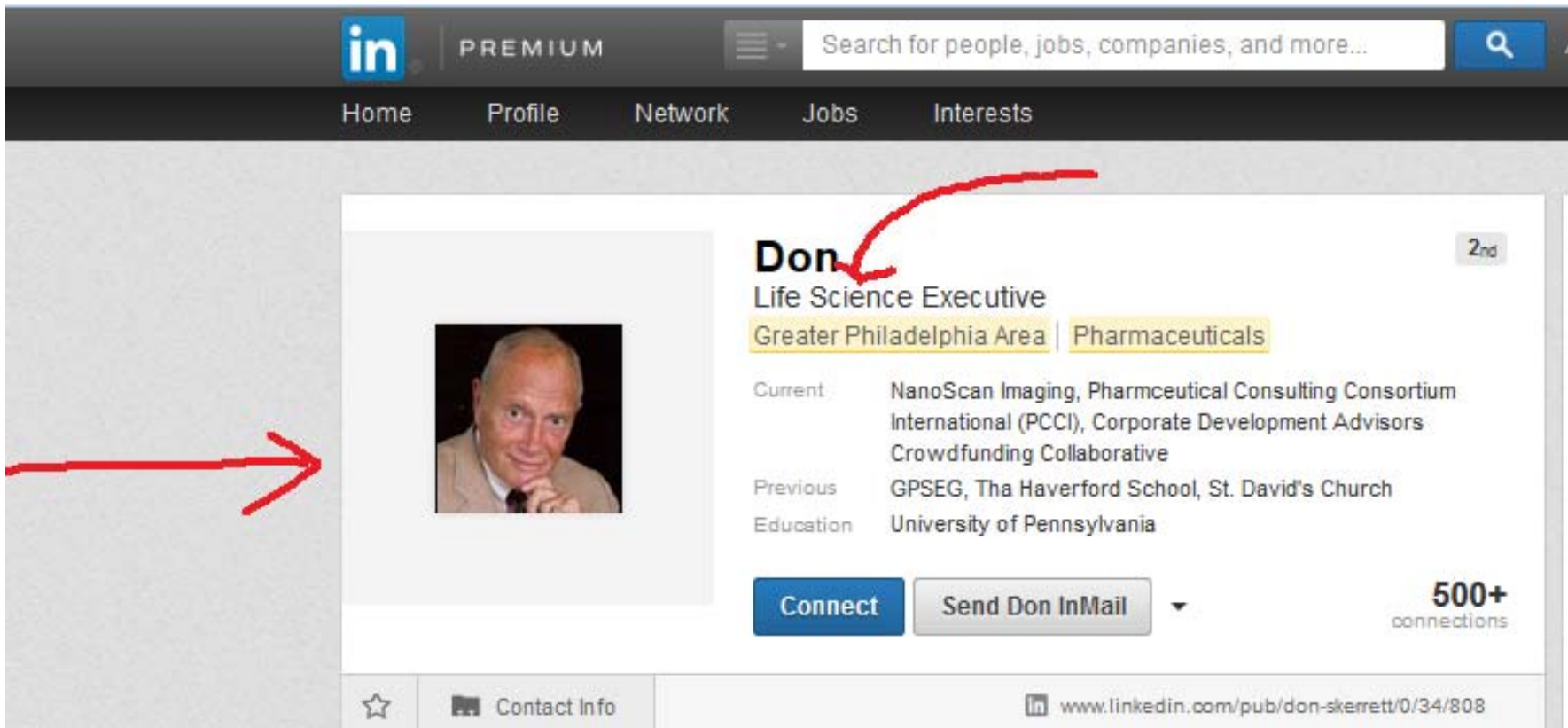
Don't have a values statement or creative statement as your headline



Don't have a vague title



Don't use an "industry title"



Evelyne Daoust

BEFORE Headline

Evelyne Daoust ← Generic Headline 2nd

Regional Business Manager chez Lundbeck
Montreal, Quebec, Canada | Pharmaceuticals

Current Lundbeck
Previous Lundbeck Canada, GlaxoSmithKline
Education Université de Sherbrooke / Sherbrooke University

[Connect](#) [Send Evelyne InMail](#) 495 connections

☆ [Contact Info](#) <https://ca.linkedin.com/pub/evelyne-daooust/35/68b/b65/en>



CMAAQC | OPMQ

Evelyne Daoust AFTER Headline



Evelyne Daoust 

2nd

Regional Business Manager | Product Manager |
Pharmaceutical Industry | Oncology | CNS | Mental
Health

Montreal, Quebec, Canada | Pharmaceuticals

Current Lundbeck

Previous Lundbeck Canada, GlaxoSmithKline

Education Université de Sherbrooke / Sherbrooke University

Connect

Send Evelyne InMail

500+
connections



Contact Info

<https://ca.linkedin.com/in/evelynedaoust/en>



Think like a Recruiter When Writing Your Headline

**Market Access Manager | Health Economics
| Reimbursement | Patient Access | My focus is on the
Patient!**

**Director, Government Affairs | Government Relations
| Health Policy | Private Payers**



Your LinkedIn Headline You should Include:

- A. Only your most recent and exact job title
- B. A Variety of Titles (Not necessarily Your Exact Job Title) and Words that give a sense of What You Do and Adjectives that Describe Your Personality.
- C. A Variety of Titles (Not necessarily Your Exact Job Title) as well as Words that give a sense of What You do

Please leave this region available for the turning point software to illustrate the responses



True or False: LinkedIn automatically creates a Vanity URL when you create your profile.

- A. True
- B. False

Please leave this region available for the turning point software to illustrate the responses



Automatic URL

Long combination of letters and numbers with your name

Evelyne Daoust 2nd

Regional Business Manager chez Lundbeck
Montreal, Quebec, Canada | Pharmaceuticals

Current: Lundbeck
Previous: Lundbeck Canada, GlaxoSmithKline
Education: Université de Sherbrooke / Sherbrooke University


[Connect](#) [Send Evelyne InMail](#) 495 connections

<https://ca.linkedin.com/pub/evelyne-dao.../35/68b/b65/en>



Vanity URL

You can use it on your resume, business cards and e-mail signature.



Evelyne Daoust 2nd

Regional Business Manager | Product Manager |
Pharmaceutical Industry | Oncology | CNS | Mental
Health

Montreal, Quebec, Canada | Pharmaceuticals

Current Lundbeck
Previous Lundbeck Canada, GlaxoSmithKline
Education Université de Sherbrooke / Sherbrooke University

Vanity URL

[Connect](#) [Send Evelyne InMail](#) 500+ connections

<https://ca.linkedin.com/in/evelynedaoust/en>



OCM | OPM

Contact Information

The image shows a screenshot of a LinkedIn profile for Shanna Landolt. The profile header includes the LinkedIn logo, the word "PREMIUM", and a search bar. Below the header are navigation tabs for Home, Profile, Network, Jobs, and Interests. A banner reads "Don't Wait In Line - Get The Real-Time Information You Care About In A CEO Dashboard". The profile itself features a profile picture of Shanna Landolt, a blue camera icon, and a list of logos under "As Seen On...": abc, CBS, NBC, and FOX. To the right of the photo, the name "Shanna Landolt" is displayed with a pencil icon, followed by her title: "Pharmaceutical & Biotechnology Recruiter | Headhunter | Executive Search & Recruitment | LinkedIn Expert". Below the title, her location "Toronto, Ontario, Canada" and industry "Staffing and Recruiting" are listed. There are links for "Edit experience" and "Edit education", and a blue "Done editing" button. In the bottom right corner of the profile, it says "500+ connections". At the bottom of the profile, the URL "ca.linkedin.com/in/pharmabiotechrecruiter/" is shown with an "Edit" link. A red box highlights the "Edit Contact Info" button, with a red arrow pointing to it from the left.



Contact Information

The screenshot shows a LinkedIn profile for Shanna Landolt. The profile header includes her name, title (Pharmaceutical & Biotechnology Recruiter | Headhunter | Executive Search & Recruitment | LinkedIn Expert), location (Toronto, Ontario, Canada), and industry (Staffing and Recruiting). It also shows 500+ connections and a 'Done editing' button. The contact information section is highlighted with a red box and contains the following details:

- Visible to your connections:
 - Email: shanna@landoltgroup.com
 - Phone: [416-849-3855 \(work\)](tel:416-849-3855)
 - IM: [icon]
 - Address: 2 Bloor St. East, Suite 3500, Toronto, ON M 4W 1A8
- Visible to everyone on LinkedIn:
 - Twitter: [TheLandoltGroup](#)
 - WeChat: [icon]
 - Websites: [Recruitment Secrets](#), [Landolt Group Website](#)

Below the contact information, there is a 'Background' section with a 'Summary' card. The summary card contains the text: 'Connect with me on LinkedIn using ♦♦♦shanna@landoltgroup.com♦♦♦ All invitations to Connect Welcome. I will not IDK.' This summary card is also highlighted with a red box.

Best way to reach me is...



- E-mail address
- Phone number
- Personalized URL
- Website link
- Twitter account

NAME the website links
(not just company website.)



Professional Summary

Background

 Summary 

I am an innovative pharma/biotech Director of Marketing with a proven track record in accelerating Brand, Portfolio and Team performance.
With both Pharmaceutical/Biotechnology Marketing experience on the client and agency side of the business, I have developed and executed strategies for 25 brands in pre-launch, launch and lifecycle management phases.
Highly regarded as a savvy Marketer and Strategic Thinker, I also pride myself in being a respected People Leader.

- ✓ **This is where the LinkedIn Algorithm will look for key words about you.**
- ✓ **It impacts your ranking in searches.**
- ✓ **You must have all the key words there that someone would use to search for you in sentence form.**



Evelyne Daoust OLD Summary

Background



Summary

Demonstrated leadership abilities, creative thinking, project management and facilitation skills as well as excellent soft skills across the organization

-Proven track records of successful development and implementation of customer and patient focused projects to deliver unmatched value

-Proven excellent communication skills through working in cross functional teams by collaborating with stakeholders to implement effective learning strategies, longer-term plans and large-scale projects

-Strong skills in supporting and developing other by acting as a coach or a mentor from most recent position

-Depth and breadth of scientific knowledge in oncology and vaccines

-My vision of life "Inspire, energize, lead and grow through others"



CMPO | PMSQ



Evelyne Daoust NEW Summary



Summary

MY VISION OF LIFE

"To Inspire, Energize, Lead and Grow through Others"

BILINGUAL

Fully bilingual in French & English

PASSION

I strive to improve patient outcomes by bringing value through each interaction with healthcare professionals.

PATIENT-CENTRIC

I wake up in the morning because ultimately everything we do in the pharmaceutical industry including bringing new medication to the market and helping healthcare professionals is for best patient outcomes

LEADERSHIP STYLE

Motivational: intense desire to lead others to reach shared goals

Emotional Intelligence: balance emotions and logical approached

Achievement Drive: high level of efforts, ambition, energy and initiative



Ordre des infirmières du Québec

RARE DISEASES

I've always had the privilege of working with unique medications to answer real unmet clinical needs

PEOPLE MANAGEMENT

I support 11 sales specialist representatives. My team partners with the allied staff and the entire healthcare team including physicians, nurses and healthcare professionals to understand the impact that the entire healthcare team can have on a patient so we can support them.

MY SELLING STYLE

I bring a competitive edge. I'm driven and accountable for results and success. I understand my competitors and am able to differentiate my products in a meaningful way

LONGER TERM AMBITIONS

I aspire to a senior role like a Business Unit Director or Sales & Marketing Head.

GIVING BACK

I enjoy volunteering for community causes in the health sector.

I volunteer for my local hospital foundation to adhere to better healthcare services

In 2014, I raised more than \$3,000 through the Embridge Concur Cancer Ride and biked 250 km (Montreal-Quebec)

Again in 2015, I raised the bar and participated in the first Lundbeck Star Ride (300KM bike ride over 2 days) to raise 10K for mental health patient associations.

Specialties: Mental Health, CNS, Oncology, Rare Diseases, Schizophrenia, Vaccines



Lundbeck: Caring is our Culture

↑
Video



Raising 10K for mental health patient asso...

↑
Photo of Evelyne



The Summary Section Should Be

- A. Written in the 3rd person and should be formal
- B. Written in the 1st person and should be formal
- C. Written in the 3rd person and should be both formal and personal
- D. Written in the 1st person and should be both formal and personal

Please leave this region available for the turning point software to illustrate the responses





Experience

Regional Business Manager

Lundbeck

February 2015 – Present (9 months) | Montreal, Canada Area

Validation of motivation and performance of the regional Abilify Maintena sales team (Quebec, Ontario, Manitoba, Saskatchewan and BC)

Achievement of sales objectives, development and coaching of 11 sales representatives, business planning and communication.



Oncology Product Manager - Treanda/Trisenox

Lundbeck Canada

November 2012 – February 2015 (2 years 4 months) | Montreal, Canada Area

Product management

- Implement an integrated marketing launch plan .
- Manage the approved promotional budget.

Business planning

- Develop an integrated marketing plan (includes advertising and promotion, patient access program, continuing health education, market access support, market research, clinical and public relation activities).

Continuing health education (CHE)

- Support the development and implementation of the CHE strategy at the national and regional level for Lundbeck's Oncology products .

- Support the ongoing development of national and regional opinion-leaders in Oncology.

Forecasting & market research

- Develop short and long-term forecasts for revenue, production and access program at launch.
- Assist in the development and execution of market research activities designed to support and validate marketing initiatives.

Team leadership

Evelyne Daoust OLD Experience



CMRQ | PSMCQ

Evelyne Daoust NEW Experience Including Accomplishments & Video



Regional Business Manager

Lundbeck



February 2015 – Present (9 months) | Montreal, Canada Area

- ▶ I manage a team of 11 sales specialist representatives specializing in schizophrenia across Quebec, Ontario, Manitoba, Saskatchewan and BC
- ▶ Grew my team by hiring 8 additional sales reps to create an elite team
- ▶ Trained my team using "The Oz Principle: Getting Results Through Individual and Organizational Accountability"
- ▶ Successful in securing a positive national reimbursement recommendation



Un membre de ma famille a le cancer : vid...



CCI

Oncology Product Manager - Treanda/Trisenox

Lundbeck Canada

November 2012 – February 2015 (2 years 4 months) | Montreal, Canada Area



PRODUCT MANAGEMENT

- ▶ Implemented an integrated marketing launch plan for 2 brands Treanda and Trisenox
- ▶ Launched Trisenox for a rare form of leukemia (only 100 patients per year.) Achieved \$5M in sales on a forecast of \$1M.
- ▶ Manage the approved promotional budget.
- ▶ Developed an integrated marketing plan (includes advertising and promotion, patient access program, continuing health education, market access support, market research, clinical and public relation activities).

CONTINUING HEALTH EDUCATION (CHE)

- ▶ Supported the development and implementation of the CHE strategy at the national and regional level for Lundbeck's Oncology products.
- ▶ Supported the ongoing development of national and regional opinion-leaders in Oncology

FORECASTING & MARKET RESEARCH

- ▶ Developed short and long-term forecasts for revenue, production and access program at launch.
- ▶ Assisted in the development and execution of market research activities designed to support and validate marketing initiatives.

TEAM LEADERSHIP

- ▶ Directed and motivated the Brand Team comprising of an Associate Product Manager and Business Information Analyst.



Someone in my family has cancer: A video ...



CMAA | PRSCQ

Set Yourself Apart

Top 10 Most Overused Buzzwords - 2014 US List

1. Motivated
2. Creative
3. Passionate
4. Driven
5. Extensive experience
6. Organizational
7. Strategic
8. Track record
9. Responsible
10. Problem solving



Publish on LinkedIn

Women in Business... Enough of “We” it’s Time for “I”

Sep 10, 2014

1,670

216

26



This is a call to action for women in business everywhere. I want to hear your voice. I want to hear your accomplishments. I want you to be **vocal** in communicating your successes and own your results.

I'm a huge believer in the power of women to transform both our workplaces and the



CMPO | PMSQ

Sections like Awards, Patents, Certifications, Volunteer Experience and Languages Are:

- A. Important because they paint a picture of who you are
- B. Not important and are okay to leave off of your profile

Please leave this region available for the turning point software to illustrate the responses



Add Sections

Include Courses, Honours & Awards, Languages, Certifications, Projects and Volunteer Experience.

Shanna Landolt
Pharmaceutical & Biotechnology Recruiter | Headhunter | Executive Search & Recruitment | LinkedIn Expert
Toronto, Ontario, Canada | Staffing and Recruiting

500+ connections

Done editing

ca.linkedin.com/in/pharmabiotechrecruiter/ Edit

Edit Contact Info

Background

Summary

Connect with me on LinkedIn using ♦♦♦shanna@landoltgroup.com♦♦♦
All invitations to Connect Welcome. I will not IDK.

Learn more about The Landolt Group at <http://www.landoltgroup.com> Our recruiters specialize in pharmaceutical and biotechnology search.

Recommended for you

- Experience +
- Languages +
- Organizations +
- Honors & Awards +

You can also add...

- Test Scores +
- Courses +
- Patents +
- Certifications +



Ask for Recommendations

President | Pharmaceutical & Biotechnology Recruiter

The Landolt Group - Recruitment and Executive Search



Clint Arthur

Creator of CelebrityLaunchpad & President of Five Star Butter Co.

“ Shanna Landolt is a genius and a true superstar at everything she does. She is one of the most effective business women I have ever met, and a truly impressive force of nature. She actually attended my training program while she had pneumonia, and was the most successful student in the class. She has appeared all over the USA and Canada on TV Appearances, displaying her... more

April 4, 2014, Clint worked directly with Shanna at The Landolt Group - Recruitment and Executive Search



Martine Taylor

VP, Director of Client Services at Health4Brands

“ Shanna embodies all the skills of a great recruiter. She is a talented, insightful and driven individual who brings a positive energy to the world of recruiting. Her passion for providing excellence is shown through her ability to truly understand the needs and goals of both her clients and candidates and to ensure an excellent fit. Her wonderful people skills and... more

February 19, 2014, Martine was Shanna's client



Vaughan Prevette

Director of Sales | Marketing | Healthcare

“ Shanna is a pleasure to work with - very professional and prompt with every request. Shanna also gave me exceptional insights into resume development, along with online profile management. It would be my pleasure to recommend her services.

January 28, 2014, Vaughan was with another company when working with Shanna at The Landolt Group - Recruitment and Executive Search



CMRQ | PMRQ

Highlight Skills & Areas of Expertise

The screenshot shows the LinkedIn 'Skills & Endorsements' settings page. A vertical grey bar on the left side of the page is highlighted with a red arrow. The page title is 'Skills & Endorsements' with an 'Edit' button and a dropdown arrow. Below the title is the 'Skills and Endorsements Settings' section, which includes a radio button for 'I want to be endorsed' (set to 'Yes'), and three checked checkboxes: 'Include me in endorsement suggestions to my connections', 'Show me suggestions to endorse my connections', and 'Send me notifications via email when my connections endorse me'. Below this is the 'Add & Remove' section, which contains a text input field 'What are your areas of expertise?' with an 'Add' button. A red arrow points to the text 'You have reached the limit of 50 skills' below the input field. At the bottom, there is a list of skills with their respective counts and an 'x' to remove them: Coaching (99+), Executive Search (99+), Management (93), Recruiting (90), Strategy (79), Leadership Development (77), Leadership (77), B2B (57), Advertising (36), Human Resources (35), Healthcare (25), and Marketing (21).



If You Include skills on your profile the likelihood that your LinkedIn Profile will get viewed will increase by

- A. 5x
- B. 7x
- C. 9x
- D. 13x

Please leave this region available for the turning point software to illustrate the responses



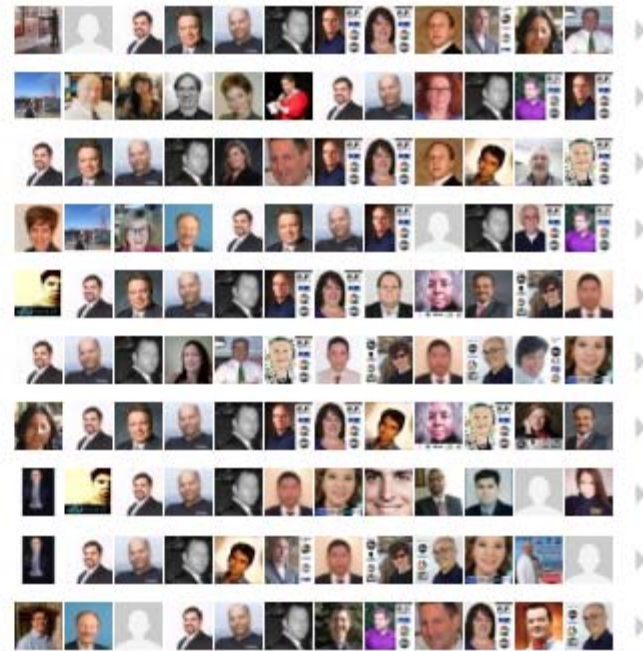
Endorsements



Skills & Endorsements

Top Skills

- 99+ Coaching
- 99+ Executive Search
- 93 Management
- 90 Recruiting
- 79 Strategy
- 77 Leadership Development
- 77 Leadership
- 57 B2B
- 36 Advertising
- 35 Human Resources



Which is more important, recommendations or endorsements?

- A. Recommendations
- B. Endorsements

Please leave this region
available for the turning point
software to illustrate the
responses



Interests



Additional Info

Interests

Recruiting Exceptional Talent, Creating a Trusted Adviser Relationship with my Clients, Providing Informed Career Advice, Transformation, Information Marketing, Pharmaceutical Industry, Biotechnology Industry, Recruitment, LinkedIn Expert

Personal Details

Birthday February 11
Marital Status Married

Advice for Contacting Shanna

Contact me through LinkedIn or e-mail me at shanna@landoltgroup.com or [416-849-3855](tel:416-849-3855)



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Personal Details



Additional Info

Interests

Recruiting Exceptional Talent, Creating a Trusted Adviser Relationship with my Clients, Providing Informed Career Advice, Transformation, Information Marketing, Pharmaceutical Industry, Biotechnology Industry, Recruitment, LinkedIn Expert

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Advice for Contacting



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Personal Details

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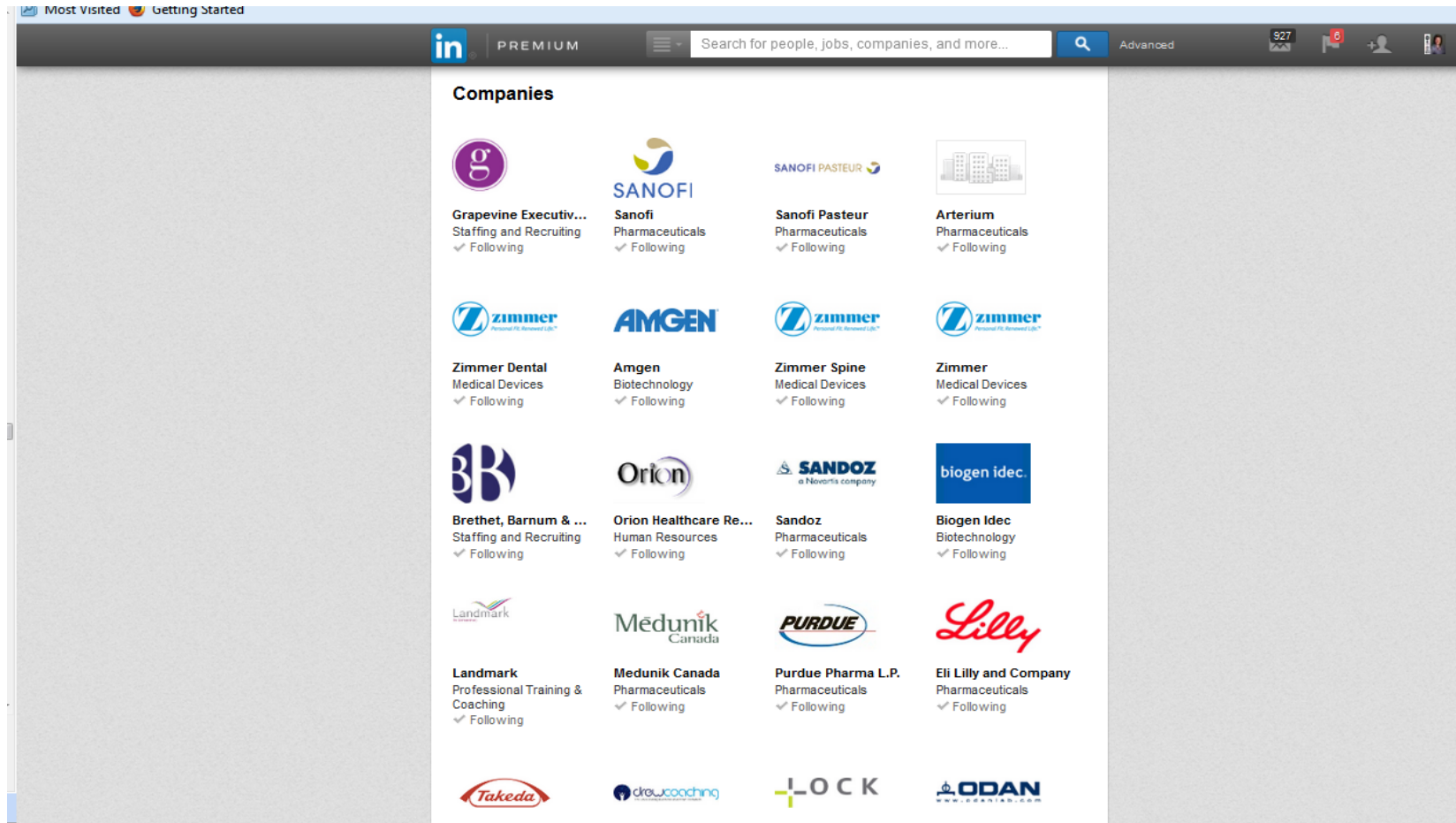
Advice for Contacting Shanna

Contact me through LinkedIn or e-mail me at shanna@landoltgroup.com or [416-849-3855](tel:416-849-3855)



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Following Companies



How Many Groups Should I Belong to?

- A. 25
- B. 40
- C. 50
- D. 100

Please leave this region available for the turning point software to illustrate the responses

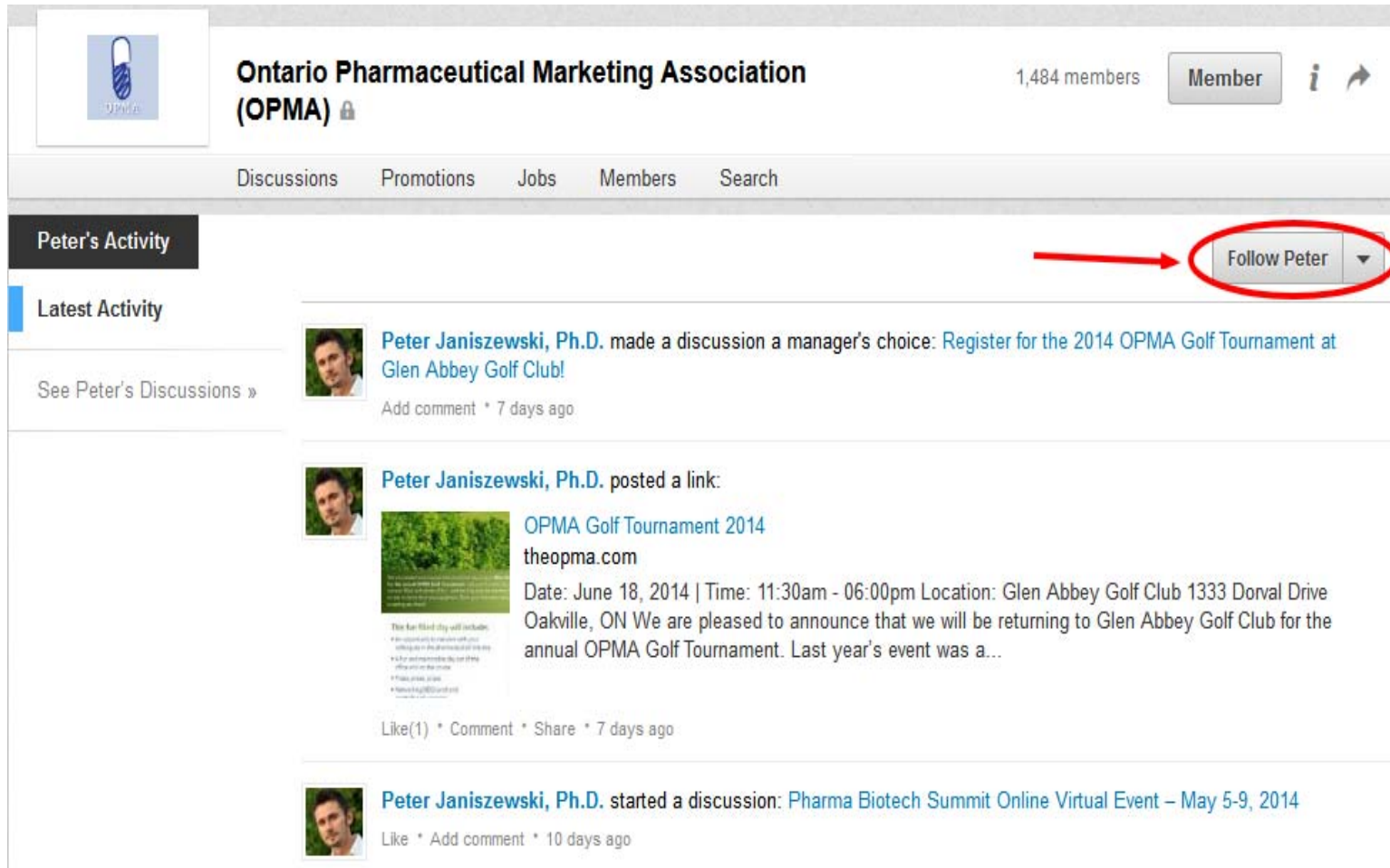





Following Groups

The image shows a screenshot of a LinkedIn profile page for a user named Shann. The profile includes a header with the LinkedIn logo, a search bar, and navigation tabs for Home, Profile, Network, Jobs, and Interests. The 'Interests' dropdown menu is open, showing options for Companies, Groups, Pulse, and Education. A red arrow points from the 'Groups' option in the dropdown to the 'Join Google Partners' link on the profile page. Another red arrow points from the 'Groups' option to the profile picture area. The profile itself features a profile picture, a list of 'As Seen On...' logos (abc, CBS, NBC, FOX), and a bio: 'Pharmaceutical & Biotechnology Recruiter | Headhunter | Executive Search & Recruitment | LinkedIn Expert'. It also lists current and previous employers (The Landolt Group and Various Executive Search Firms) and education (Sheridan College). A 'Complete your profile' button and an 'Edit' button are visible, along with a '500+ connections' badge. The URL 'ca.linkedin.com/in/pharmabiotechrecruiter/' and a 'Contact Info' button are at the bottom of the profile section.



Following & Un-following




Ontario Pharmaceutical Marketing Association (OPMA)  1,484 members Member  



Discussions Promotions Jobs Members Search


Peter's Activity Follow Peter

Latest Activity

See Peter's Discussions »

 **Peter Janiszewski, Ph.D.** made a discussion a manager's choice: [Register for the 2014 OPMA Golf Tournament at Glen Abbey Golf Club!](#)
Add comment * 7 days ago

 **Peter Janiszewski, Ph.D.** posted a link:
 [OPMA Golf Tournament 2014](#)
[theopma.com](#)
Date: June 18, 2014 | Time: 11:30am - 06:00pm Location: Glen Abbey Golf Club 1333 Dorval Drive Oakville, ON We are pleased to announce that we will be returning to Glen Abbey Golf Club for the annual OPMA Golf Tournament. Last year's event was a...
Like(1) * Comment * Share * 7 days ago

 **Peter Janiszewski, Ph.D.** started a discussion: [Pharma Biotech Summit Online Virtual Event – May 5-9, 2014](#)
Like * Add comment * 10 days ago



OPMA



LinkedIn's Relevance Algorithm

- The first people in a search result will be my **1st level connections** with **profiles that are 100% complete** and have the most in-common connections or shared groups with me. This is ranked in descending order.
- Then it will show my **1st level connections** with the **fewest in-common connections or shared groups**. This is ranked in descending order by profile completeness.
- Next I will see **2nd level connections** ranked in descending order by **profile completeness**.
- Then I will see **3rd level connections** ranked in descending order by **profile completeness**.
- Then I will see **Shared Group Members** (outside of my network), ranked in descending order by profile completeness.
- And finally, **everyone outside of my network**, ranked in descending order by **profile completeness**.



How to Dramatically Expand your Pharma & Biotech Network Overnight

**#1 Send a connection request to all the recruiters who specialize in
Pharma and Biotech. Recruiters should have the biggest networks**



How to Dramatically Expand your Pharma & Biotech Network Overnight

#2 Reach Out and Connect With Your Colleagues at Your Current Company



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How to Dramatically Expand your Pharma & Biotech Network Overnight

#2 Reach out and connect with your former colleagues



How to Dramatically Expand your Pharma & Biotech Network Overnight

#4 Search for LION or LinkedIn Open Networker



LinkedIn Open Networkers accept all invitations or at least won't report your request as inappropriate.



How to Dramatically Expand your Pharma & Biotech Network Overnight

**#3 Join 50 Groups and Personally
Connect With Members of Those Groups**



LinkedIn
Groups

Ex. “We are both members of the Life Sciences Professionals of Canada Group and I’d like to add you to my personal network”



CMAQ | CPACQ

How to Dramatically Expand your Pharma & Biotech Network Overnight

#5 Become a LinkedIn Open Networker Yourself



How to Dramatically Expand your Pharma & Biotech Network Overnight

#6 Actively Connect With People Who Have 500 Connections or More



How to Dramatically Expand your Pharma & Biotech Network Overnight

#7 Connect with Me Personally.

As Seen On...



I have a network of over 6000 Contacts and since I specialize in pharmaceutical and biotechnology recruitment, I'm a good connection for you.

shanna@landoltgroup.com



If you are worried about your colleagues noticing who you are connecting with...

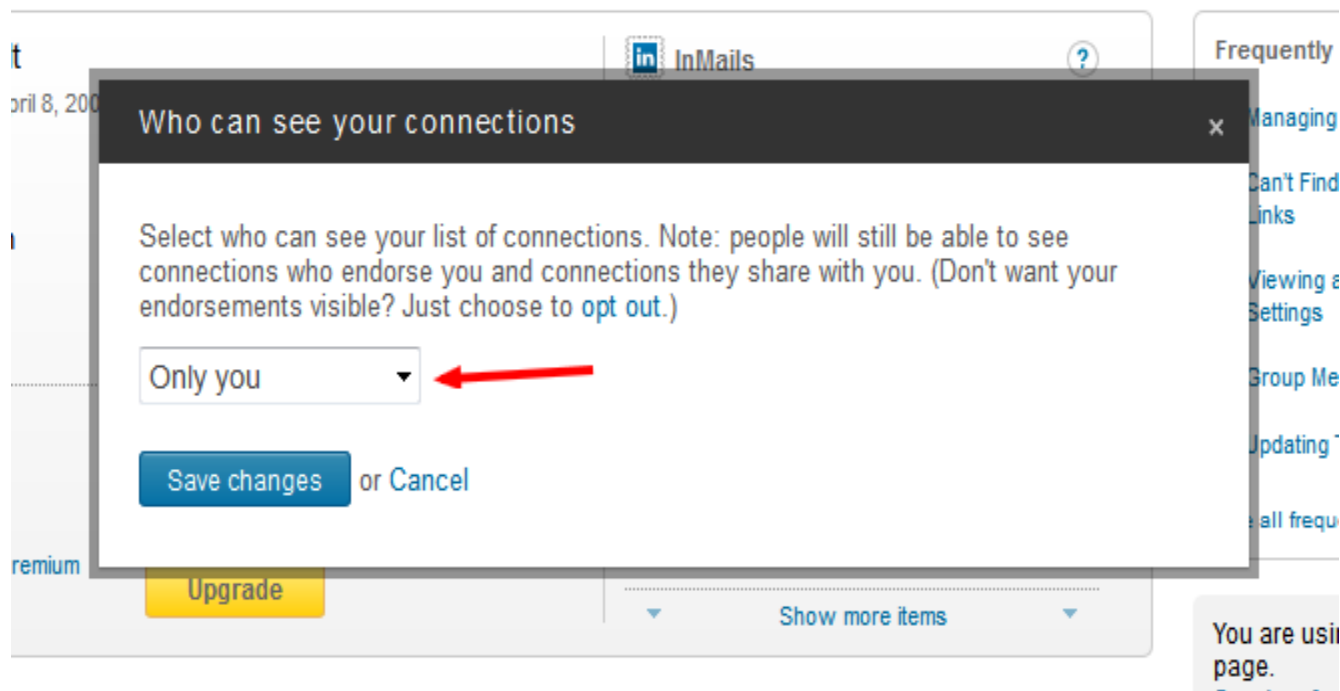
Change Who Can See Your Activity Feed to “Only You”.

The screenshot shows a LinkedIn profile for Shanna Landolt. A modal window titled "Who can see your activity feed" is open, displaying a dropdown menu set to "Only you" and "Save changes" and "Cancel" buttons. Red arrows point from the "Communications" link in the left sidebar to the modal, and from the "Select who can see your activity feed" link in the "Privacy Controls" section to the dropdown menu. The "Profile" link is also visible in the sidebar.



If you are worried about your colleagues noticing who you are connecting with...

Change Select Who can See Your Connections to “Only You”



How Do I View Someone's Profile Anonymously?

The image shows a screenshot of a social media profile settings menu. The menu is organized into three columns: Profile, Privacy Controls, and Settings. The 'Profile' column includes 'Profile', 'Communications', 'Groups, Companies & Applications', and 'Account'. The 'Privacy Controls' column includes 'Turn on/off your activity broadcasts', 'Select who can see your activity feed', 'Select what others see when you've viewed their profile', 'Select who can see your connections', 'Change your profile photo & visibility »', 'Show/hide "Viewers of this profile also viewed" box', and 'Manage who you're blocking »'. The 'Settings' column includes 'Manage your Twitter settings', 'Manage your WeChat settings', 'Helpful Links', 'Edit your name, location & industry »', 'Edit your profile »', 'Edit your public profile »', and 'Manage your recommendations »'. Two red arrows point to the 'Communications' option in the Profile column and the 'Select who can see your activity feed' option in the Privacy Controls column.

Profile	Privacy Controls	Settings
Profile	Turn on/off your activity broadcasts	Manage your Twitter settings
Communications	Select who can see your activity feed	Manage your WeChat settings
Groups, Companies & Applications	Select what others see when you've viewed their profile	Helpful Links
Account	Select who can see your connections	Edit your name, location & industry »
	Change your profile photo & visibility »	Edit your profile »
	Show/hide "Viewers of this profile also viewed" box	Edit your public profile »
	Manage who you're blocking »	Manage your recommendations »



What Makes Up a “Complete Profile” on LinkedIn?

- A. Your Industry and location. Up-to-date position (with details). 2 past positions (with details). Education. Minimum of 3 skills. A profile photo. A minimum of 50 Connections. In addition you must update your profile from time-to-time and post status update regularly.
- B. Your Industry and location. Up-to-date position, 2 past positions. Education. Minimum of 3 skills. A profile photo. In addition you must update your profile from time-to-time and post status update regularly.
- C. Your Industry and location, Up-to-date position (No details required). 2 past positions (no details required). Education. Minimum of 3 skills. A profile photo.

Please leave this region available for the turning point software to illustrate the responses



Want a LinkedIn Checklist?

Go to www.secretsfromaheadhunter.com

Connect with me on LinkedIn

[shanna@landoltgroup.com](https://www.linkedin.com/company/landoltgroup)



Questions for Shanna Landolt PMCQ Presentation

Slide #13 LinkedIn Currently Has

- A) 250 Million Users+
 - B) 300 Million Users+
 - C) 380 Million Users+
 - D) 420 Million Users +
- (Answer is C)

Slide #14 Approximately How Many People in Canada Use LinkedIn?

- A) 11 Million Users+
 - B) 7 Million Users+
 - C) 14 Million Users+
- (Answer is A)

Slide #15 What Percentage of Canadian Female Social Media Users Have a LinkedIn Account?

- A) 15%
 - B) 25%
 - C) 39%
 - D) 42%
- (Answer is B)

Slide # 16 What Percentage of Canadian Male Social Media Users Have a LinkedIn Account?

- A) 25%
 - B) 29%
 - C) 33%
 - D) 37%
- (Answer is D)

Slide # 17What Percentage of Millionaires Use LinkedIn?

- A) 29%
 - B) 35%
 - C) 39%
 - D) 41%
- (Answer is D)

Slide # 18 What Percentage of LinkedIn Users Earn More than 100K?

- A) 25%
 - B) 30%
 - C) 40%
 - D) 50%
- (Answer is C)

Slide # 24 In Your Name Field it is acceptable to include

- A) Your Name Only
- B) Your Name and your Education i.e. Shanna Landolt MBA
- C) Your Name and your Email Address
- D) Your Name and your Phone Number (Cell only)

(Answer is A)

Slide # 26 If You Include a Photo the likelihood that your LinkedIn Profile will get viewed will increase by:

- A) 5x
- B) 8x
- C) 11x
- D) 14x

(Answer is C)

Slide # 39 The Highest Standard for a LinkedIn Photo is:

- A) Professional Photo, Business Attire, Mid Chest Up, Smile
- B) Professional Photo, Business Attire, Mid-Chest Up, Shoulders slightly towards the left, Smile
- C) Professional Photo, Business Attire, Mid-Chest Up, Shoulders slightly towards the right, background colour matched to the white of LinkedIn.

(Answer is C)

Slide #47 Your LinkedIn Headline You should Include:

- A) Only your most recent and exact job title
- B) A Variety of Titles (Not necessarily Your Exact Job Title) and Words that give a sense of What You Do and Adjectives that Describe Your Personality.
- C) A Variety of Titles (Not necessarily Your Exact Job Title) as well as Words that give a sense of What You do

(Answer is C)

Slide # 48 True or False: LinkedIn automatically creates a Vanity URL when you create your profile.

- A) True
- B) False

(Answer is B)

Slide # 57 The Summary Section Should Be

- A) Written in the 3rd person and should be formal
- B) Written in the 1st person and should be formal
- C) Written in the 3rd person and should be both formal and personal
- D) Written in the 1st person and should be both formal and personal

(Answer is D)

Slide # 63 Sections like Awards, Patents, Certifications, Volunteer Experience and Languages Are

- A) Important because they paint a picture of who you are
- B) Not important and are okay to leave off of your profile

(Answer is A)

Slide # 67 If You Include skills on your profile the likelihood that your LinkedIn Profile will get viewed will increase by:

- A) 5x
- B) 7x
- C) 9x
- D) 13x

(Answer is D)

Slide # 69 Which is more important, recommendations or endorsements?

- A) Recommendations
- B) Endorsements

(Answer is A)

Slide # 74 How Many Groups Should I Belong to?

- A) 25
- B) 40
- C) 50
- D) 100

(Answer is B)

Slide # 89 What Makes Up a “Complete Profile” on LinkedIn?

- A) Your Industry and location. Up-to-date position (with details). 2 past positions (with details). Education. Minimum of 3 skills. A profile photo. A minimum of 50 Connections. In addition you must update your profile from time-to-time and post status update regularly.
- B) Your Industry and location. Up-to-date position, 2 past positions. Education. Minimum of 3 skills. A profile photo. In addition you must update your profile from time-to-time and post status update regularly.
- C) Your Industry and location, Up-to-date position (No details required). 2 past positions (no details required). Education. Minimum of 3 skills. A profile photo.

(Answer is A)