

# *Presentation by ...*

*Paul A. Stewart, Certified Licensing Professional and  
Managing Director  
PASCO Ventures LLC*

*to University of Kentucky students  
BioPharm Complex, Room 170  
Lexington, Kentucky*

*“10 Ways to Help You Get Your Dream Job”*

# Three Topics to Discuss Today

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① A True Story

② 10 Ways to Help You Get Your Dream Job

(5 Resume Tips & 5 Interviewing Tips)

③ What I Do For a Living

# Today's "Rules of Engagement"

- ① Don't hesitate to ask questions!
- ② Don't go to sleep on me!

***Let's all have fun!***

# What do you see here?



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# The Ultimate Dream Job?

## Start Your Own Business and Make \$1M ...

### A True Story:

- ① Stanford grad student with a patentable idea
- ② Stanford Tech Transfer office offered to help
- ③ No takers on Sand Hill Road for \$1M equity
- ④ No “Microsoft Millionaires” in Seattle would even offer \$50K or \$100K
- ⑤ Try to survive for one year on credit cards?
- ⑥ What happened?

# What do you see here?



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## 5 Resume Tips (continued)

- ① Typos / misspelling / unclear information on your resume may **kill** your chances of getting a job with your preferred employer.

***Have one or more friends proofread your resume and related documents that you send to potential employers.***

***I found some sample documents on the UK website:  
<https://www.uky.edu/careercenter/students/resumes-letters-cv>***

3456 Westview Road  
Lexington, Kentucky 40504  
April 20th, 2007

Mr. Henry Turner  
Human Resources Manager  
XYZ Engineering Company  
12123 West Center Road  
Louisville, Kentucky 68134

***“consideration and  
courtesy given to me ...”***

Dear Mr. Turner:

Thank you very much for offering me the position of engineer at XYZ Engineering Company. I appreciate your discussing the details of the position with me and giving me time to consider your offer.

You have an excellent team and there are many aspects of the position that are very appealing to me. However, after careful consideration, I believe it is in our mutual best interests that I decline your kind offer. I have accepted a position that I feel is a better match for my career goals. This has been a difficult decision for me, but I believe it is the appropriate one for my career at this time.

I ~~want to~~ thank you again for the consideration and courtesy **giving** to me throughout the hiring process. It was a pleasure meeting you and the rest of the team.

Sincerely,

Brandon Carr

3456 Westview Road  
Lexington  
April 20

Mr. Henry  
Human Resources  
XYZ Engineering  
12123 West  
Louisville

**You don't "want to" thank  
someone – that's like saying  
"I want to lose weight."  
Just THANK them!**

Dear Mr. Turner:

Thank you very much for offering me the position of engineer at XYZ Engineering Company. I appreciate your discussing the details of the position with me and giving me time to consider your offer.

You have an excellent team and there are many aspects of the position that are very appealing to me. However, after careful consideration, I believe it is in our mutual best interests that I decline your kind offer. I have accepted a position that I feel is a better match for my career goals. This has been a difficult decision for me, but I believe it is the appropriate one for my career at this time.

I ~~want to~~ thank you again for the consideration and courtesy ~~giving~~ to me throughout the hiring process. It was a pleasure meeting you and the rest of the team.

Sincerely,

Brandon Carr

## 5 Resume Tips (continued)

- ② Remove or explain all acronyms, industry-specific terms and abbreviations that might confuse a potential employer from another industry.

***Always think about your resume from the reader's perspective.***

***UK career center example on following pages (four unclear acronyms):***

# 5 Resume Tips (continued)

## *UK career center example (four unclear acronyms):*

John Smith, Page 2

### **Presentations:**

Smith, John (2006). The behavior of learning disabled adolescents in the classrooms. Paper presented at the Psychology Conference at the University of Minnesota.

Smith, John (2005). The behavior of learning disabled adolescents at home. Poster presentation at the **APA** Conference in New Orleans, LA.

### **Publications:**

Smith, John (2006). Classroom management of learning disabled adolescents. Journal of

**APA ...**

***American Psychological Association?***

***American Psychiatric Association?***

***American Philological Association?***

***Audio Publishers Association?***

***American Philosophical Association?***

# 5 Resume Tips (continued)

## *UK career center example (four unclear acronyms):*

John Smith, Page 2

### **Presentations:**

Smith, John (2006). The behavior of learning disabled adolescents in the classrooms. Paper presented at the Psychology Conference at the University of Minnesota.

*REU ...*

*Research Experiences for Undergraduates?*

*Reserve Estimation Unconventionals?*

*(consider adding **hyperlinks** to your PDF resume)*

Education, 84-104.

Smith, John (2005). The behavior of learning disabled adolescents in the classroom. Journal of Educational Psychology, 120 - 125.

### **Grants and Fellowships:**

**REU** Grant (National Institute of Science Research Grant, 2006), \$5000

**RDB** Grant (University of Minnesota Research Grant, 2005), \$2000

Workshop Grant (for **ASPA** meeting in New York, 2004), \$1500

# 5 Resume Tips (continued)

## *UK career center example (four unclear acronyms):*

John Smith, Page 2

### **Presentations:**

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**RDB ...**

***Rwanda Development Board?***

***Rhythm Dhol Bass?***

***Radiotherapy Development Branch?***

***Research Data Base?***

Journal of Educational Psychology, 120 - 125.

### **Grants and Fellowships:**

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RDB Grant (University of Minnesota Research Grant, 2005), \$2000

Workshop Grant (for ASPA meeting in New York, 2004), \$1500

# 5 Resume Tips (continued)

## *UK career center example (four unclear acronyms):*

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**ASPA ...**

***American Society for Public Administration?***

***American Political Science Association?***

***Asian Science Park Association?***

***American Physician Scientists Association?***

Journal of Educational Psychology, 120 - 125.

### **Grants and Fellowships:**

**REU** Grant (National Institute of Science Research Grant, 2006), \$5000

**RDB** Grant (University of Minnesota Research Grant, 2005), \$2000

Workshop Grant (for **ASPA** meeting in New York, 2004), \$1500



## 5 Resume Tips (continued)

- ③ Do not put a “Career Objective” or similar text at the top of your resume.

***Putting a Career Objective on your resume merely narrows your opportunities. Describe your interests, experience, and specific qualifications to each prospective employer in your e-mail to them.***

***Relevant portion of resume from UK career site:***

Sample Academic CV. Provided by UK's James W. Stuckert Career Center

**John Smith**

Cell: 555-666-6666  
email@email.com

~~Objective:  
Assistant Professor, Psychology~~

## 5 Resume Tips (continued)

④ Keep your basic resume to one page.

***You can always have additional pages with your formal training record, detailed career information, list of publications and presentations, etc., etc.***

***Example? See my resume (10 pages total):***

- 1. Basic one-page resume***
- 2. Lilly Career Highlights***
- 3. GxP/ISO Training Record***
- 4. Speeches, TV Interview, Book, Papers, Presentations, etc.***
- 5. "Who's Who" biography***
- 6. Foreign Countries of Travel***
- 7. Deal Highlights***

## 5 Resume Tips (continued)

- ⑤ Have a “hook” on the bottom line of your one-page resume that is unique to you – it will help get you the interviews you want!

***“Hooks” keep potential employers from throwing away your resume before meeting you first!***

### ***A few of my favorite “hooks” over time:***

- Made hockey instructional video with Wayne Gretzky.

Married 31 years; two children. Served as *Jury Foreman* in a murder trial in September 2003.

- Avid fisherman – caught 57 pound blue catfish in January 2007

# BONUS – 6<sup>th</sup> & 7<sup>th</sup> Resume Tips!

Use an e-mail address that survives past college, and do not include your residential street address!

**Sample Research Resume.** Nice job highlighting relevant research experience while still including other experience. Education section is detailed. Provided by UK's James W. Stuckert Career Center

**SUSIE RESEARCHER**

~~1234 Maple Avenue · Lexington, KY 40502~~ · (859) 257-2746 · ~~career.counselor@uky.edu~~

Tracy Q. Graduate

**CAMPUS:**

~~456 College Mall~~  
~~Normal, KY 40451~~  
~~111 222-3333~~  
~~[tracy.graduate@ilstu.edu](mailto:tracy.graduate@ilstu.edu)~~

**PERMANENT:**

~~123 Main Street~~  
~~Anytown, TX 12345~~  
777-888-9999  
[tracygraduate@hotmail.com](mailto:tracygraduate@hotmail.com)

**You'd hate to have an employer find your resume and try to contact you but can't ... and in today's world of stalkers, don't take chances you don't need to take.**

# SUPER BONUS – 8<sup>th</sup> Resume Tip!

Go to the UK Career Center website for **20 tips!**

<https://www.uky.edu/careercenter/students/resumes-letters-cv>

But, I respectfully disagree with one of them:  
“BE TARGETED” (not on your resume, but in  
your cover e-mail or letter to potential employers)

# Three Topics to Discuss Today

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## 5 Interviewing Tips (continued)

- ① If you want a job with the organization you are interviewing with, do exhaustive research about the organization and your interviewer (if possible) before you arrive at your interview.

***My (non) favorite answer when once interviewing a Harvard Business School student – I asked him: “What did you do to prepare for this interview?” He answered (I am not making this up): “Oh, not much really ... I don’t do company research until the second round of interviews.”***

## 5 Interviewing Tips (continued)

- ② Type up a list of likely questions that you think your interviewer might ask you, then practice your answers with a friend beforehand.

***Why? Doing this will help to increase your confidence for your real interviews.***

### ***Several questions that you might be asked:***

- 1. What did you do to prepare for today's interview?***
- 2. Tell me a little about yourself.***
- 3. Walk me through your resume.***
- 4. Are there any questions that you would like me to ask you?***
- 5. Give me three reasons why I should hire you.***



## 5 Interviewing Tips (continued)

- ③ Always take 5-10 printed resumes with you when you go to an interview, and have business cards printed that you can hand to each interviewer when you first meet them.

***Ask your interviewer for their business card if they don't already have a stack of their cards on the desk or table in front of you.***

## 5 Interviewing Tips (continued)

- ④ Prepare a list of 5-10 specific questions that you can ask your interviewer (from the research you have done about that specific organization before your interview).

***Why? Having specific questions that you can ask will demonstrate your sincere interest in the position and your willingness to make time to do research prior to your interview!***

***Several questions that you might ask your interviewer:***

- 1. What is your favorite part about working at [X]?***
- 2. Do you see yourself working the rest of your career at [X]? Why/why not?***
- 3. If you could start over working at [X], what would you do differently?***

## 5 Interviewing Tips (continued)

- ⑤ Send (at least) a customized / personalized e-mail of thanks to each interviewer (from whom you receive a business card) as soon as you have completed your interview. Ideally, write each interviewer a hand-written thank-you note.

***If you have the interviewer's e-mail address and they receive your thank-you e-mail before finishing their day of interviewing (and deciding who they will hire), you might be more likely to get the job!***

## BONUS – 6<sup>th</sup> Interviewing Tip!

Keep the names and contact information of everyone who you physically meet over the years (using LinkedIn and/or your computer's Address Book), and contact them in an appropriate fashion at least once yearly.

***“Your contact list IS your core competency!”***

***Discuss: how LinkedIn is becoming vital for global business professionals ...***

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# Certified Licensing Professionals

1. [www.licensingcertification.org](http://www.licensingcertification.org) for more info
2. Exam given twice a year (in April and October) at over 400 locations worldwide, **including two locations in Lexington, Kentucky!**
3. CLP certification is now a requirement for any new technology transfer officers hired by Johns Hopkins University in Baltimore
4. Numerous exam prep opportunities are available

***If \*I\* can pass the CLP exam, YOU can pass the CLP exam!!!***

# Licensing Executives Society (LES)

Become a member of LES and/or become a Certified Licensing Professional if you decide to make Business Development & Licensing your profession.

***Doing deals that help to make our world a better place to live can be very fulfilling ... and very rewarding!***

***Discuss: how the online LES member directory can make your job immensely easier ...***

# PASCO Ventures LLC

## Examples of Projects with PASCO Clients

### Complex Global and/or Country-Specific Licensing Projects:

- ① human, food animal & pet pharmaceuticals / animal health products
- ② computer chips & related technologies
- ③ agribusiness-related technologies (seeds, chemicals, etc.)
- ④ “Big Data” firm that also provides medical transcription services
- ⑤ heat exchangers for large power plants, auto radiators, etc.
- ⑥ novel carpet technologies that will disrupt the current carpet industry

### Other Services Requested by PASCO Clients:

- ① management consulting / advisor to senior executives & board directors
- ② review of publicly-traded client earnings reports prior to release
- ③ U.S. contacts, introductions and negotiations for OUS clients
- ④ expert witness work for a brand-name East Coast law firm

***Broad and deep experience built over 20+ years of global deal-making at Eli Lilly and Company. Clients in USA, Australia, China and Korea.***



# Your Questions?

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**Paul A. Stewart**  
**Certified Licensing Professional**

[pas@pascoventures.com](mailto:pas@pascoventures.com)

LinkedIn: [http://www.linkedin.com/in/  
thepaulstewart](http://www.linkedin.com/in/thepaulstewart)

# Thank You!

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**Paul A. Stewart**  
**Certified Licensing Professional**

[pas@pascoventures.com](mailto:pas@pascoventures.com)

LinkedIn: [http://www.linkedin.com/in/  
thepaulstewart](http://www.linkedin.com/in/thepaulstewart)