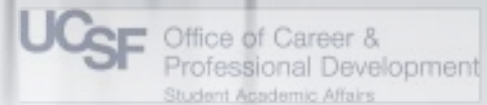*Intentionally*

Building Your Professional Brand

What would you like to be known for?

Sleep Scientist

PhD

Naledi Saul, Director, UCSF Office of Career & Professional Development

(*with thanks to Program Director, Anna Correa*!)

UCSF Office of Career & Professional Development Student Academic Affairs

Baby Steps: Brand You!

Strategize where to share your message: platform/place

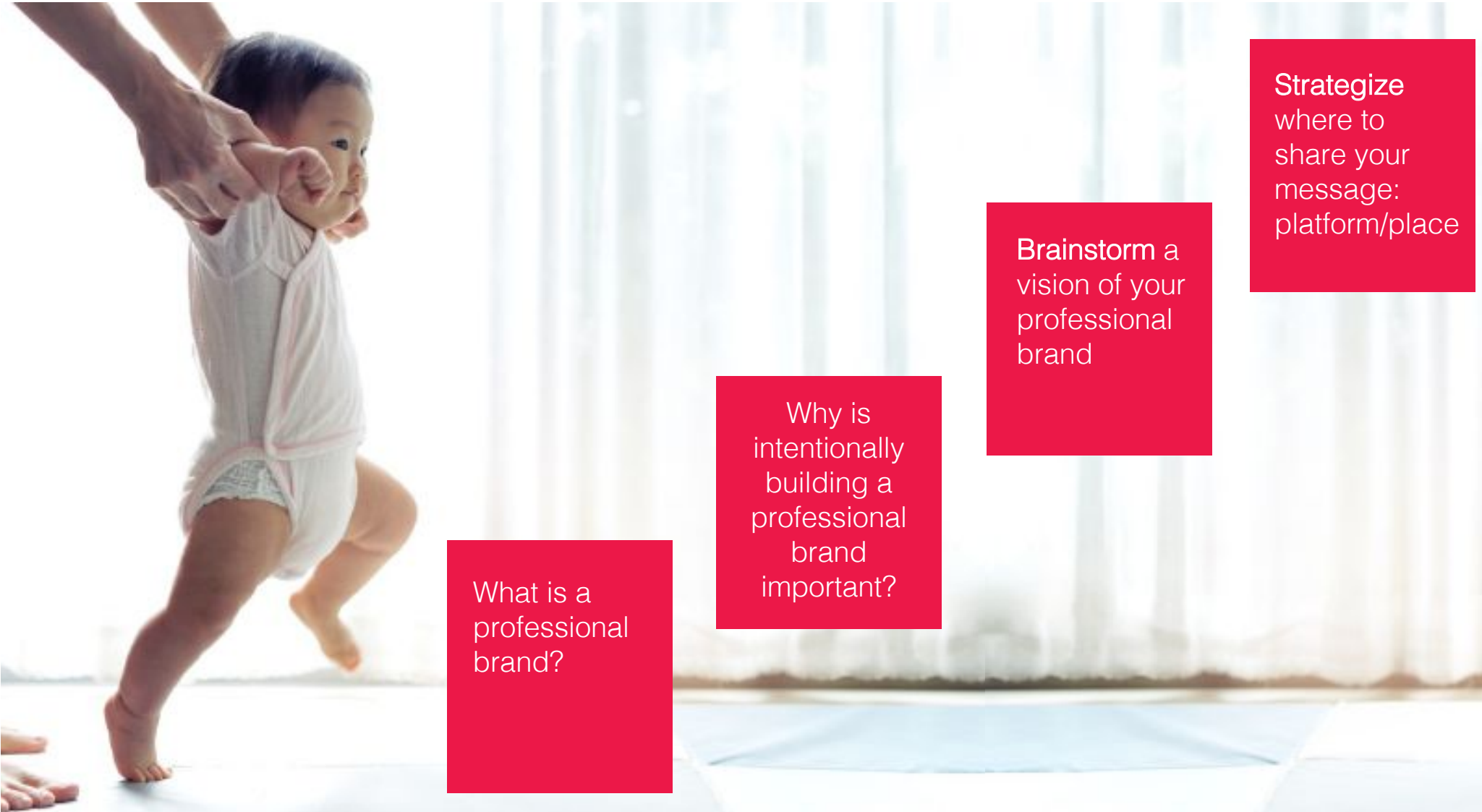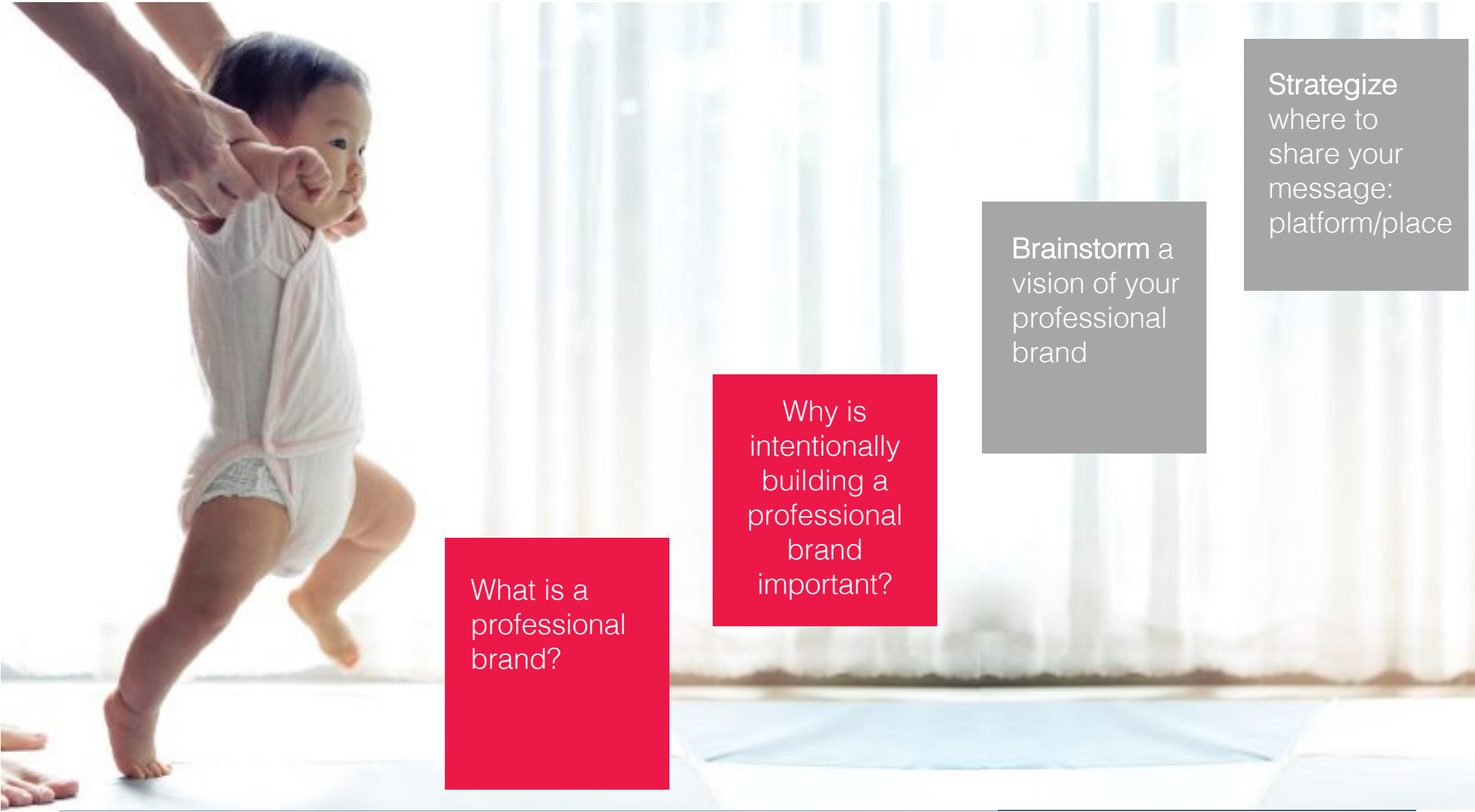**Brainstorm** a vision of your professional brand

Why is intentionally building a professional brand important?

What is a professional brand?

UCSF Office of Career & Professional Development
Student Academic Affairs

Baby Steps: Brand You!

Strategize where to share your message: platform/place

Brainstorm a vision of your professional brand

Why is intentionally building a professional brand important?

What is a professional brand?

UCSF Office of Career & Professional Development
Student Academic Affairs

It is the essence of who you are in the workplace (and your professional community). Your brand reflects your professional reputation – what you're known for (or would like to be known for)*
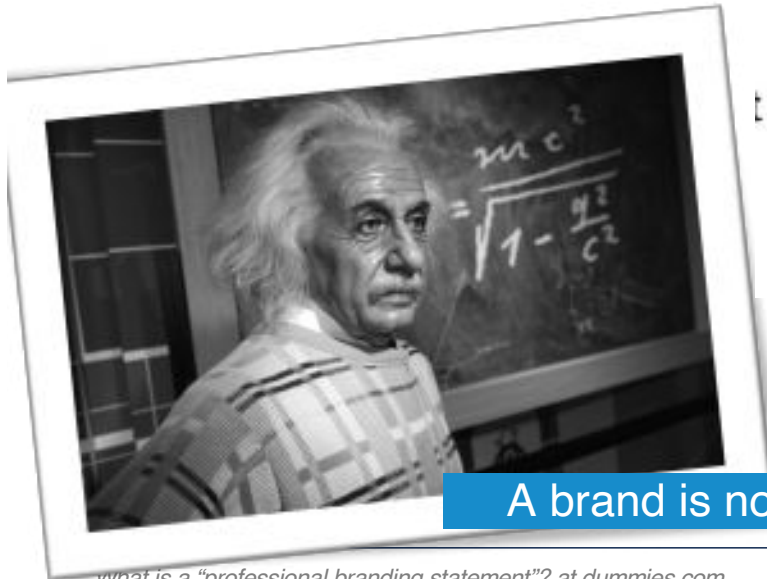
A brand is not just expertise, but qualities

Why is Intentionally Building a Professional Brand Important?

UCSF Office of Career & Professional Development
Student Academic Affairs

- **Want to be recognized and trusted in your field**

- **Want to position yourself for future opportunities**
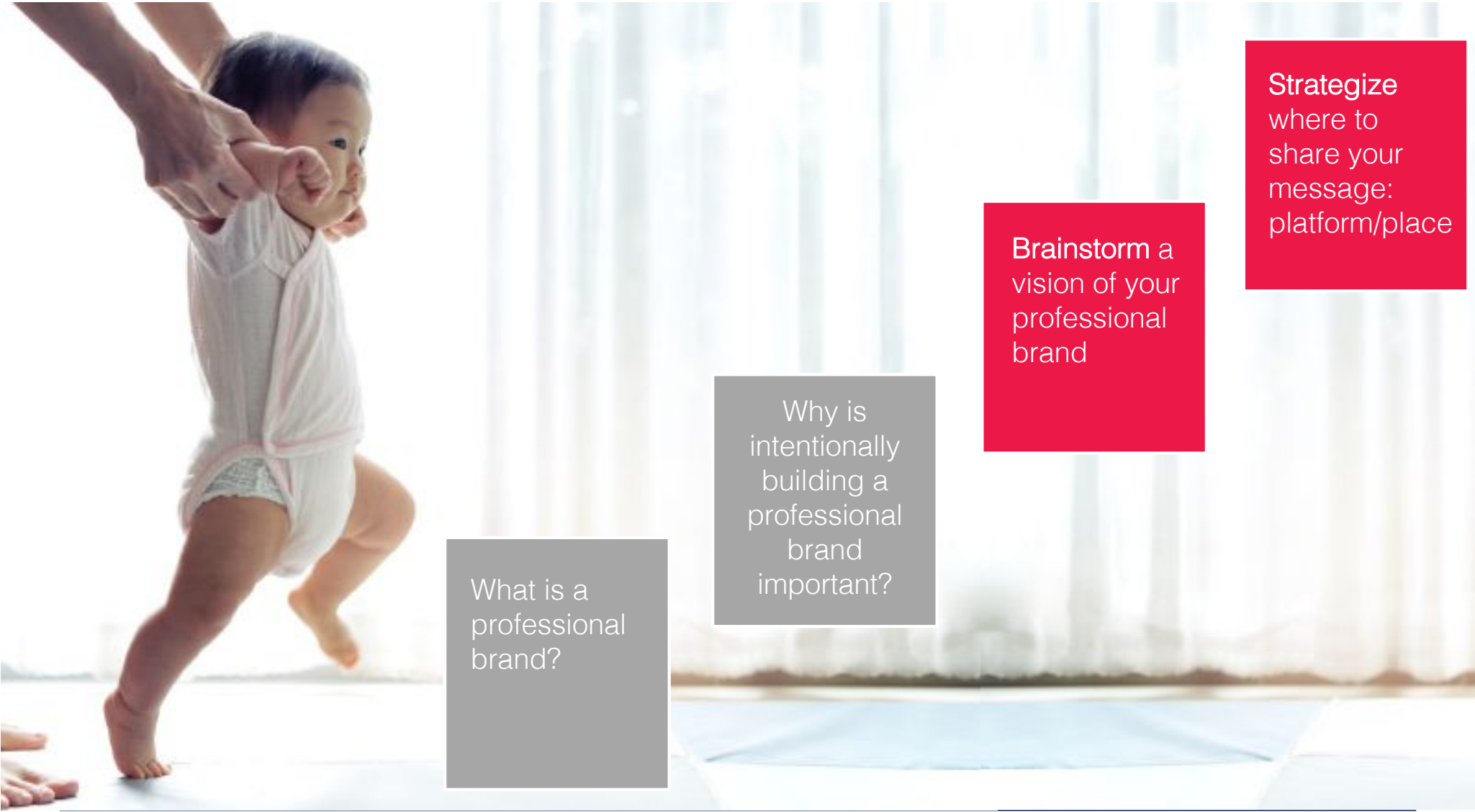
UCSF Office of Career & Professional Development
Student Academic Affairs

Baby Steps: Brand You!

What is a professional brand?

Why is intentionally building a professional brand important?

Brainstorm a vision of your professional brand

Strategize where to share your message: platform/place

Brainstorm a vision of your professional brand

What do you want to be known for?

Take 10 minutes and jot down your thoughts around 3 things:

1. Professionally, what do you want to be known for?

2. What do you want people to say when they speak about you?

3. Specifically: what

   EXPERTISE,
   &
   QUALITIES

   (values) do you want them to talk about?

David Usharauli
@3DIMMUNE

I review and blog about cutting-edge #basic and #translational research in #immunology.

⊚ Florida, USA

Tweets	Following	Followers	Likes
7,064	27	551	3,226

Tweets   **Tweets & replies**   **Media**

David Usharauli @3DIMMUNE · Jan 21
"the largest single collection of adaptive immune receptor sequences describe to date"

Commonality despite exceptional diversity in the baseline human antibody repertoire

David

- EXPERTISE/EXPERIENCE:
  - Immunologist
  - A go-to expert about cutting edge basic and translational research
  - CEO: leading an organization known for advancing unique, first-in-a-kind antigen-specific immunotherapeutic approaches
- QUALITIES/VALUES
  - Ethical and forward thinking
  - Engaging and accessible communicator, great to collaborate with

UCSF Office of Career & Professional Development
Student Academic Affairs

Brainstorm a vision of your professional brand

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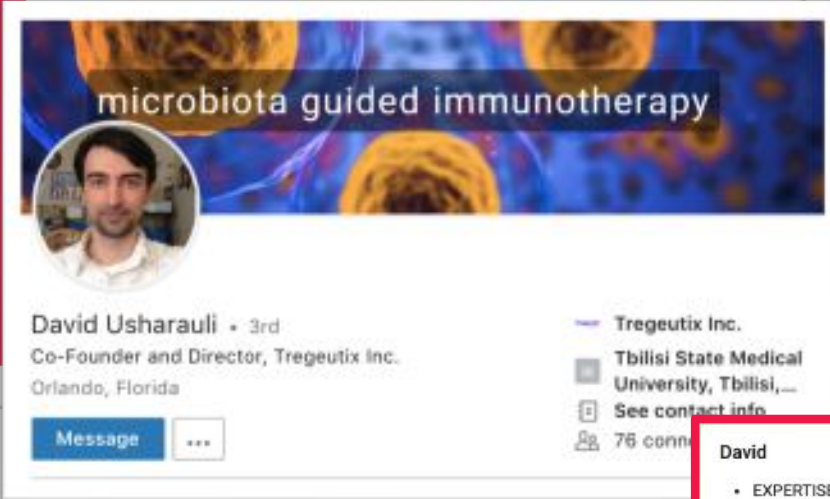
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UCSF Office of Career & Professional Development
Student Academic Affairs

Brainstorm a vision of your professional brand

What do you want to be known for?

microbiota guided immunotherapy

David Usharauli · 3rd
Co-Founder and Director, Tregeutix Inc.
Orlando, Florida

Message · · ·

Tregeutix Inc.

Tbilisi State Medical University, Tbilisi,...

See contact info

76 conn...

Tweets **7,064** | Following **27** | Followers **551** | Likes **3,226**

David Usharauli
@3DIMMUNE
I review and blog about cutting-edge #basic and #translational research in #immunology.
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Tweets | Tweets & replies | Media

David Usharauli @3DIMMUNE · Jan 21
"the largest single collection of adaptive immune receptor sequences describe to date"

Commonality despite exceptional diversity in the baseline human antibody repertoire

Experience

Co-Founder and Director
Tregeutix Inc.
May 2017 – Present · 1 yr 9 mos
United States

Tregeutix (pronounced ti·rə'gyoo·tiks or trə'gyoo·tiks) is advancing unique, first-in-kind antigen-specific immunotherapeutic approaches by addressing how microbiota derived antigen cross-reactivity maintains full and complete repertoire of Foxp3+ regulatory T cells (Tregs) essential for health.

David

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  - Immunologist
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  - CEO: leading an organization known for advancing unique, first-in-a-kind antigen-specific immunotherapeutic approaches
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Google Scholar | david usharauli

Articles | About 25 results (0.31 sec)

Any time
Since 2019
Since 2018
Since 2015
Custom range...

Sort by relevance
Sort by date

☑ include patents
☑ include citations

🔔 Create alert

Dendritic cells and the immunity/tolerance decision
D Usharauli - Medical hypotheses, 2005 - Elsevier
The role of dendritic cells in initiating the immune response has been well established. Recent studies point to an important role for DCs in the induction of peripheral tolerance as well. It was proposed that the role of DC in the immunity/tolerance decision could be ...
☆ 🔖 Cited by 25 Related articles All 7 versions

The JAM Test and its daughter P-JAM: simple tests of DNA fragmentation to measure cell death and stasis
D Usharauli, A Perez-Diez, P Matzinger - Nature protocols, 2006 - nature.com
Cytotoxic T lymphocytes, and other death-inducing agents, have at least two different ways of killing their targets: drilling holes in the target cell membrane, or triggering the targets to commit suicide. The JAM Test is a method that measures the DNA fragmentation that ...
☆ 🔖 Cited by 22 Related articles All 8 versions

[PDF] researchgate.net

Brief antigenic stimulation generates effector CD8 T cells with low cytotoxic activity and high IL-2 production
D Usharauli, T Kamala - The Journal of Immunology, 2008 - Am Assoc Immnol
It is currently believed that a brief antigenic stimulation is sufficient to induce CD8 T cells to complete their differentiation program, become effector T cells, and subsequently generate memory. Because this concept was derived from studies in which only a single effector ...
☆ 🔖 Cited by 13 Related articles All 5 versions

[PDF] jimmunol.org

Medium

David Usharauli [Follow] ∨
I am a Scientist. My research interest is immune system. I enjoy reading books and taking care of our guinea pigs.
6 Following · 30 Followers

Profile | Claps | Responses

Latest

David Usharauli
May 16, 2015 · 1 min

Why do Quails cross the road so slowly?

Back in 2008, when I was still a young aspiring postdoc with the hope of becoming an independent principal investigator, I decided to attend a science conference on basic immunology. As it happened, this conference was held in Arizona during summer time.

UCSF Office of Career & Professional Development
Student Academic Affairs

Brainstorm a vision of your professional brand

What do you want to be known for?

Brainstorm a vision of your professional brand

What do you want to be known for?

How to demonstrate qualities/values?

Amy Tabb, PhD
@amy_tabb

Grad. student/ECR PSA: please, please, please get a Google Scholar profile. If I'm trying to find your work, a GS profile makes it faster and easier for me. Faster/easier -> citing you is faster/easier. I don't care if you have an h-index of 0. #phdchat 1/3

1:55 PM - 22 Jan 2019

6 Retweets 10 Likes

Amy Tabb, PhD @amy_tabb · 1h
I could always look up a senior person on the paper, but generally I remember YOU. The senior peeps sometimes have lots of papers a year, time spent digging is lost. If you have one paper, you should have a profile. My thoughts. 2/3

@UCSFOCPD. @NALEDISAUL   © 2020 UCSF OCPD. Naledi.Saul@ucsf.edu. career.ucsf.edu/ManageUp

UCSF Office of Career & Professional Development
Student Academic Affairs

Brainstorm a vision of your professional brand

What do you want to be known for?

Take 10 minutes and jot down your thoughts around 3 things:

1. Professionally, what do you want to be known for?

2. What do you want people to say when they speak about you?

3. Specifically: what EXPERTISE, and QUALITIES do you want them to talk about?

bit.ly/Brand22

David

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  - Immunologist
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David Usharauli
@IDIMMUNE

I review and blog about cutting edge basic and translational research in immunology.

Florida, USA

Tweets 7,064 Following 27 Followers 551 Likes 3,298

Tweets   Tweets & replies   Media

David Usharauli @IDIMMUNE · Jan 31
"the largest single collection of adaptive immune receptor sequences described to date"

Commonality despite exceptional diversity in the baseline human antibody repertoire.

Amy T.

EXPERTISE/EXPERIENCE

- Research scientist/engineer expertise: computer vision and robotics problems in agriculture. Tree Fruit!

QUALITIES/VALUES

- Advocate of colleagues and peers

LinkedIn

Amy Tabb · 3rd
Research Engineer at USDA-ARS-AFRS
Kearneysville, West Virginia

Message   ...

USDA-ARS-AFRS
Purdue University
See contact info
230 connections

I am a research scientist/engineer working on computer vision and robotics problems in the agricultural domain. The types of problems I work on are typically concerned with tree fruit, including production automation, pest management, plant phenotyping. More specifically, one the main themes of my research projec has been shape estimation of plants.

Specialization areas: Computer vision, computational geometry, algorithms, d mathematics, optimization, robotics.

Please see my CV and publications for more details -- which are all posted o webpage below.

Brainstorm a vision of your professional brand

What do you want to be known for?

1. What did you write?

2. What is it about this message that feels important or right to you? How does it distinguish you?
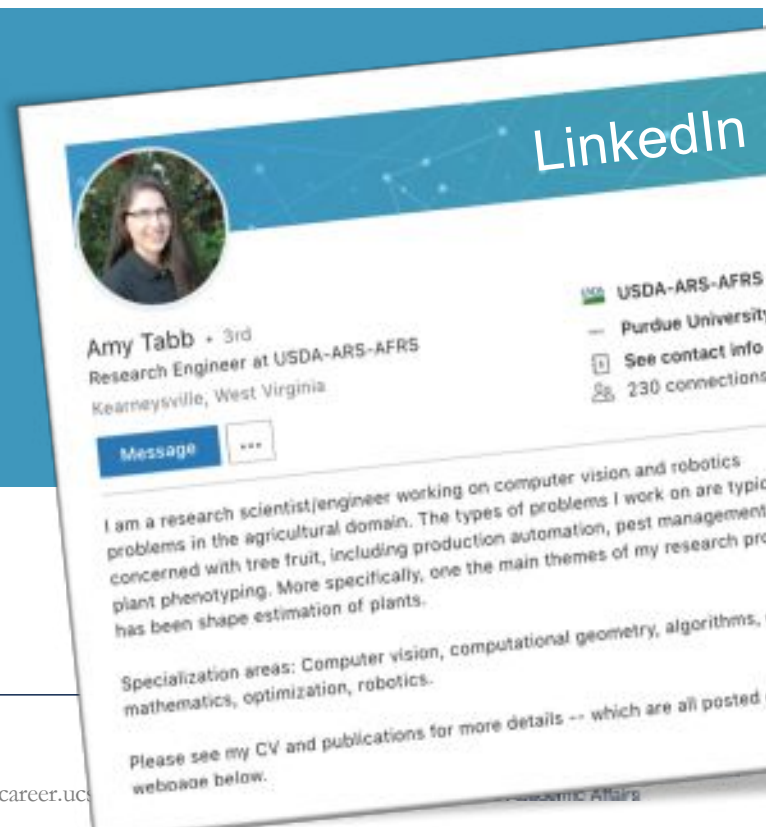
Amy T.

EXPERTISE/EXPERIENCE

• Research scientist/engineer expertise: computer vision and robotics problems in agriculture. Tree Fruit!
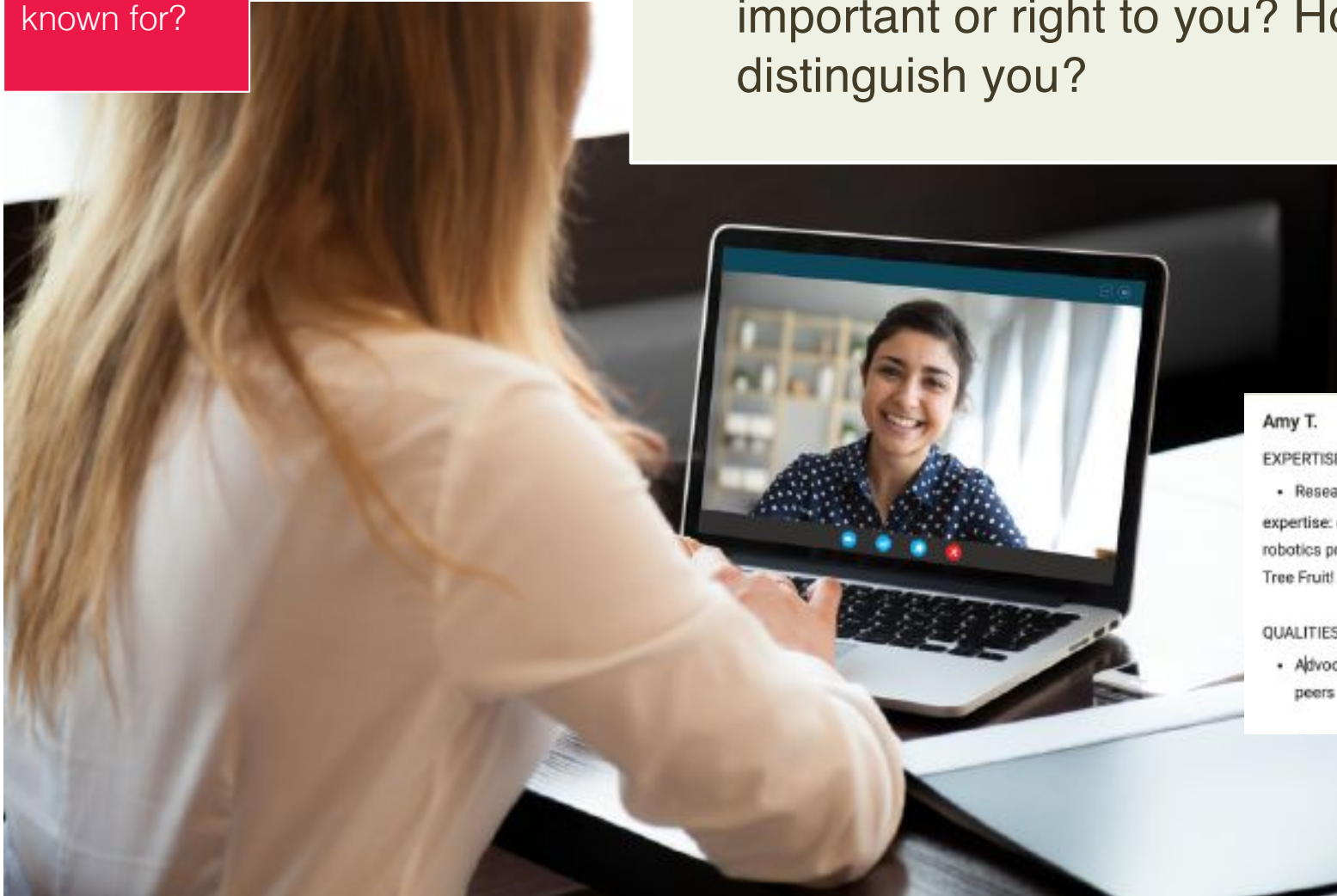
QUALITIES/VALUES

• Advocate of colleagues and peers

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Student Academic Affairs

ResearchGate, LinkedIn, Facebook, Twitter and Academia.edu were the top five sites visited by scientists and engineers participating in a separate 2014 survey (https://go.nature.com/2Dk1L6v).

Among these, Twitter has emerged as a key outlet. The brevity of 'tweets', and the capacity to include images and videos, means that scientists can go through a lot of information at a glance, with the option to dig deeper if they wish.

Science AAAS

| Home | News | Journals | Topics | Careers |

Latest News | ScienceInsider | ScienceShots | Sifter | From the Magazine | About News | Quizzes
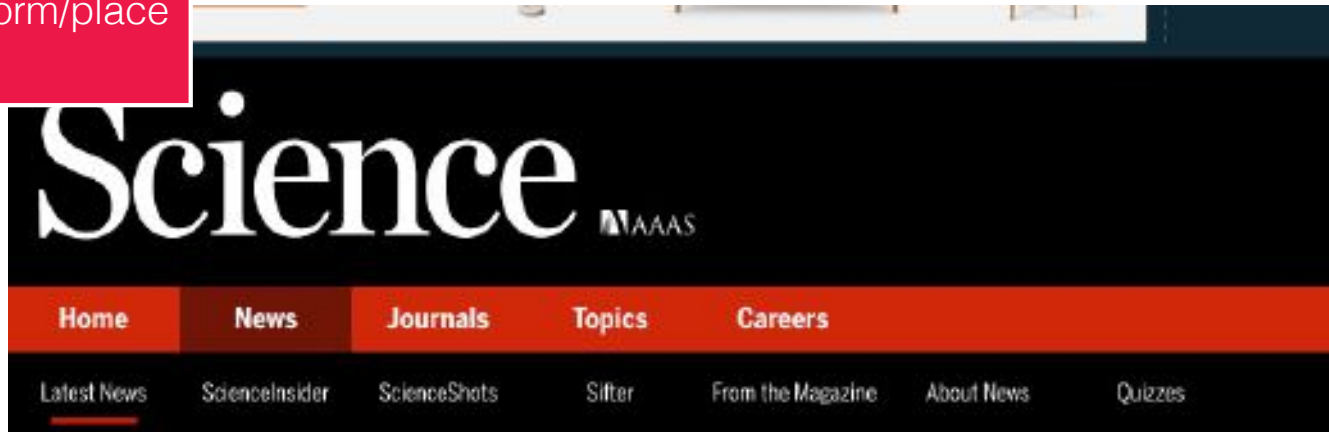
SHARE

The top 50 science stars of Twitter

By Jia You | Sep. 17, 2014, 8:00 AM

Not sure what to write?

Google people you admire, in your field, or articles to get ideas…

Where Will You Communicate Your Brand?

Social Media

- LinkedIn
- UCSFConnect
- Doximity
- Twitter
- Reddit
- Instagram
- Google Scholar
- Blog *(wordpress, medium)*
- Your lab's page

Productivity

- Publications
- Grants

Face to Face

- Conferences
- Networking with mentors, colleagues, faculty
- Professional Service

Take 6 minutes and brainstorm! Look at what you wrote on padlet.

1. What one platform will you consider joining or refreshing?
2. Look at your message - What will you add or change?

Strategize where to share your message: platform/place
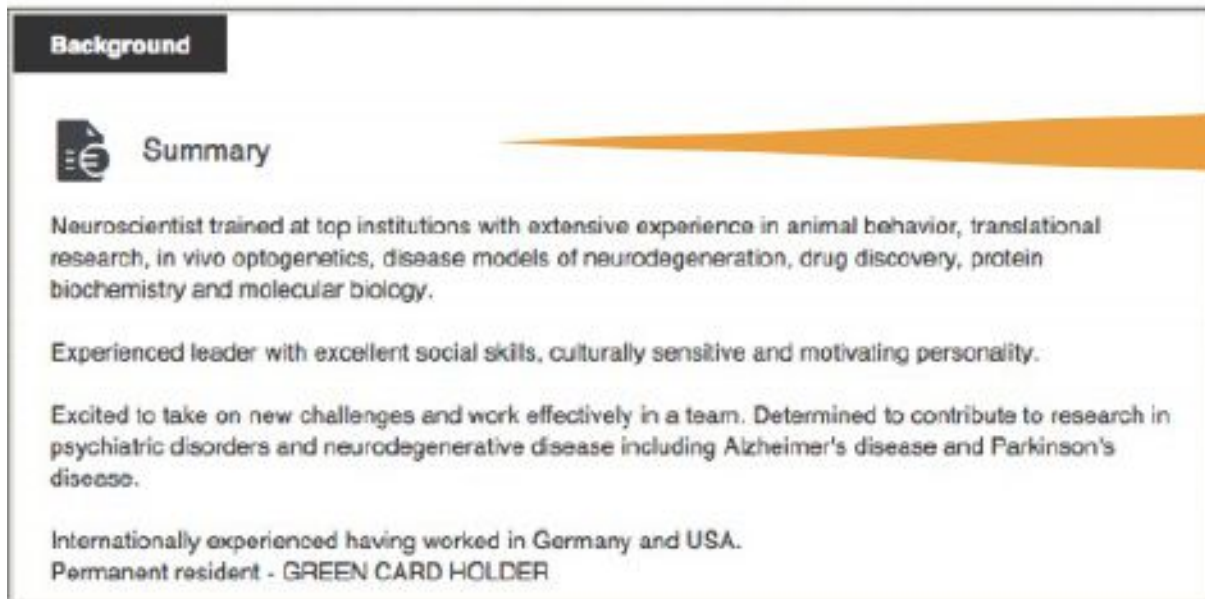
Bijan Boldajipour
Tumor Immunologist at University of California San Francisco

San Francisco, California | Research

Current	University of California, San Francisco, UAW Local 5810
Previous	University of Muenster, Max Planck Institute for Biophysical Chemistry
Education	Georg-August-Universität Göttingen

Connect | Send Bijan InMail ▼ | 182 connections

☆ 📇 Contact Info | 🔗 www.linkedin.com/pub/bijan-boldajipour/4a/534/175

PHOTO: A photo that presents you in a professional manner. Ask someone to use your cell phone camera to take your photo in front of a plain background. Wear a nice shirt and don't forget to smile!

HEADLINE: One of the most critical components of your profile. This section should highlight your specialization, and be more specific than 'postdoctoral scholar' (ex. Neuroscientist).

http://bit.ly/OCPDProfile

Background

Summary

Neuroscientist trained at top institutions with extensive experience in animal behavior, translational research, in vivo optogenetics, disease models of neurodegeneration, drug discovery, protein biochemistry and molecular biology.

Experienced leader with excellent social skills, culturally sensitive and motivating personality.

Excited to take on new challenges and work effectively in a team. Determined to contribute to research in psychiatric disorders and neurodegenerative disease including Alzheimer's disease and Parkinson's disease.

Internationally experienced having worked in Germany and USA.
Permanent resident - GREEN CARD HOLDER

**SUMMARY**: Use this space to introduce yourself. Describe what motivates you, what you're skilled at, and what's next.

https://bit.ly/OCPDLinkedinProfile

/ManageUp

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Student Academic Affairs

Evaluation: What does it look like when it works?

1. **Social media:** People follow you and engage on your topic

2. **Productivity:** People start to cite you, link/follow you or reach out for conversations or collaborations

3. **Face time:** you're invited to speak, people want to talk to you, people tag you or are talking about you when they talk about your area of (developing) expertise

1,2,3,4...

5

- Ideas
- Collaborations
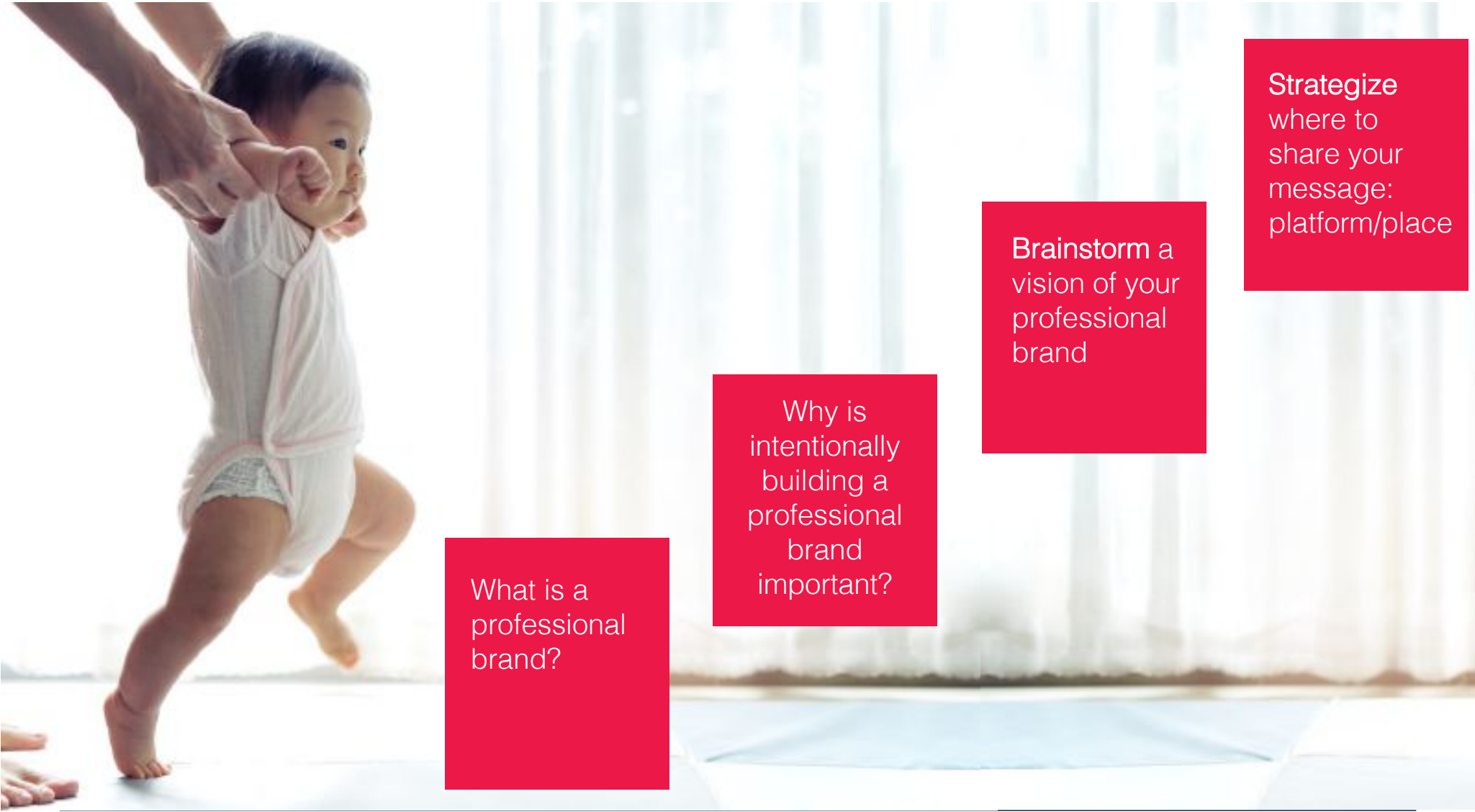- Dissemination
- To address isolation
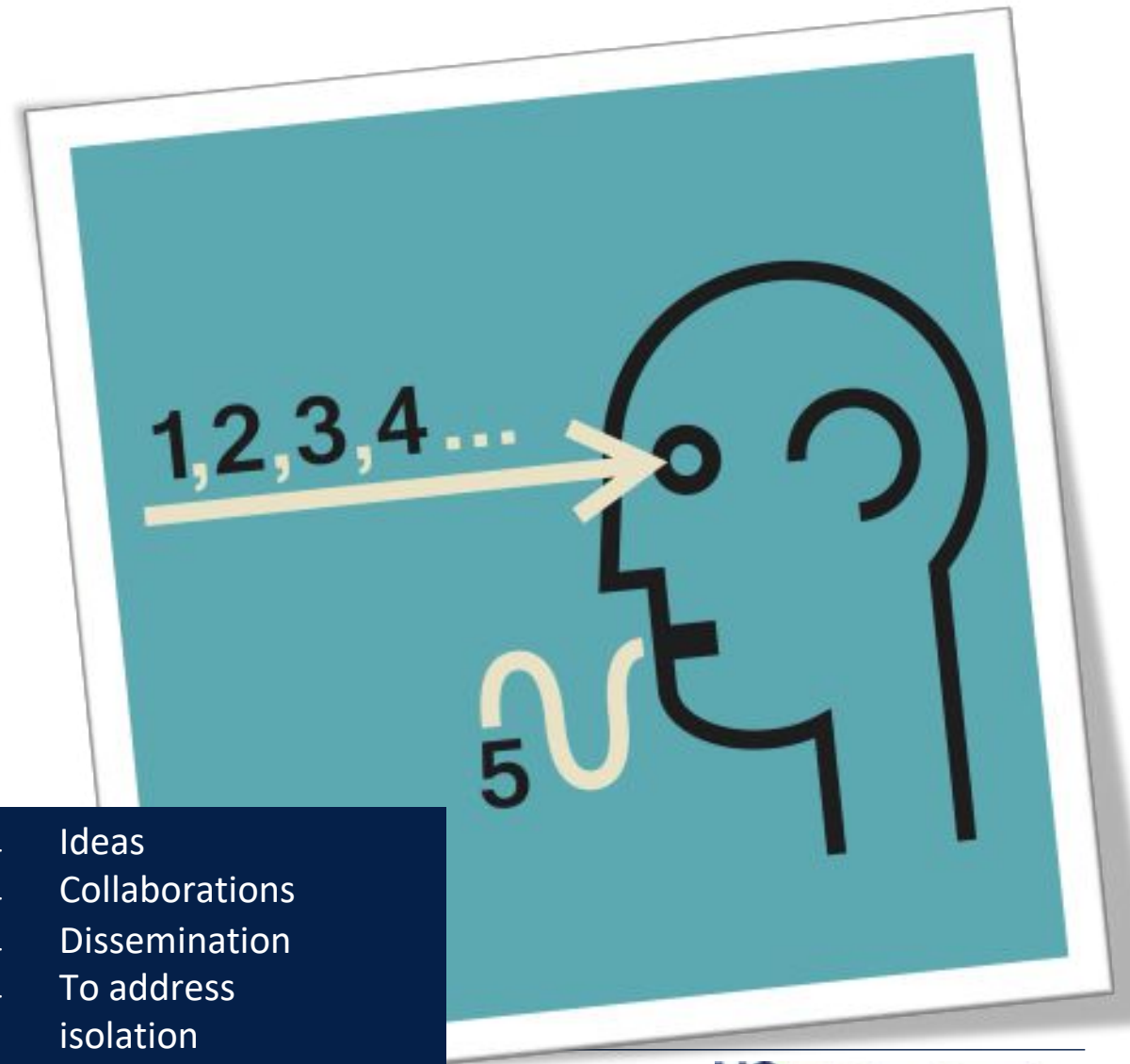
Taking Care of Your Brand

The internet is ALIVE... the point is you want to make sure that there's nothing out there that doesn't support your brand message.

Edit and clean up old profiles and sites to make sure that your message is up to date, consistent and relevant.

Baby Steps: Brand You!

Strategize where to share your message: platform/place

Brainstorm a vision of your professional brand

Why is intentionally building a professional brand important?

What is a professional brand?

UCSF Office of Career & Professional Development
Student Academic Affairs

Intentionally
Building Your Professional Brand
What would you like to be known for?

Naledi Saul, Director, UCSF Office of Career & Professional Development
(*with thanks to Program Director, Anna Correa*!)

Create a vision of a professional brand:

What do you want to be known for?

https://bit.ly/GSICEbrand2020

David Usharauli
@3DIMMUNE

I review and blog about cutting-edge #basic and #translational research in #immunology.

Florida, USA

Tweets Tweets & replies Media

David Usharauli @3DIMMUNE · Jan 21
"the largest single collection of adaptive immune receptor sequences describe to date"

Commonality despite exceptional diversity in the baseline human antibody repertoire

Tweets 7,064 Following 27 Followers 551 Likes 3,226

Michael Eisen
@mbeisen

Hazardous Waste Management Consultant. My conflicts bit.ly/1npOeyU.

37° 14' 6" N, 115° 48' 40" W

michaeleisen.org

Tweets 42.5K Following 7,357 Followers 28.4K Likes 6,392 Lists 3

Tweets Tweets & replies Media

Pinned Tweet
Michael Eisen @mbeisen · 18 Jul 2018
Just posted @biorxivpreprint describing one of v in science. We found a virus that has swap that manipulates insect behavior - and we fly behavior biorxiv.org/content/early/...

Aerin Jacob
@Aerin_J

Conservation scientist @Y2Y_Initiative: We connect & protect habitat from Yellowstone to Yukon so people & nature can thrive. Feminist. Looks under rocks.

Canmore, Alberta

aerinjacob.ca

Tweets 19.9K Following 786 Followers 6,134 Likes 32.6K Lists 7

Tweets Tweets & replies Media

Pinned Tweet
Aerin Jacob @Aerin_J · 10 Dec 2018
"It was through the influence of her mom that Dr. Jacob said she learned not enough to simply be fascinated by the scientific study of nature. So that knowledge had to find its way to improving how humans and nature interact," by @IvanSemeniuk.

Vaughan Bell
@vaughanbell

Neuropsychologist and senior clinical lecturer at UCL. Clinical psychologist in the NHS. Occasional writer. Interested in people. Views my own.

vaughanbell.net

Tweets 19.1K Following 1,617 Followers 47.4K Likes 7,344

Tweets Tweets & replies Media

Pinned Tweet
Vaughan Bell @vaughanbell · 18 Dec 2018
An evolutionary perspective on paranoia r @nicholaraihani and me in @NatureHumBe

An evolutionary per
Paranoia is not only

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