

Hidden Job Market

Zurich Life Science Day

3rd February 2026

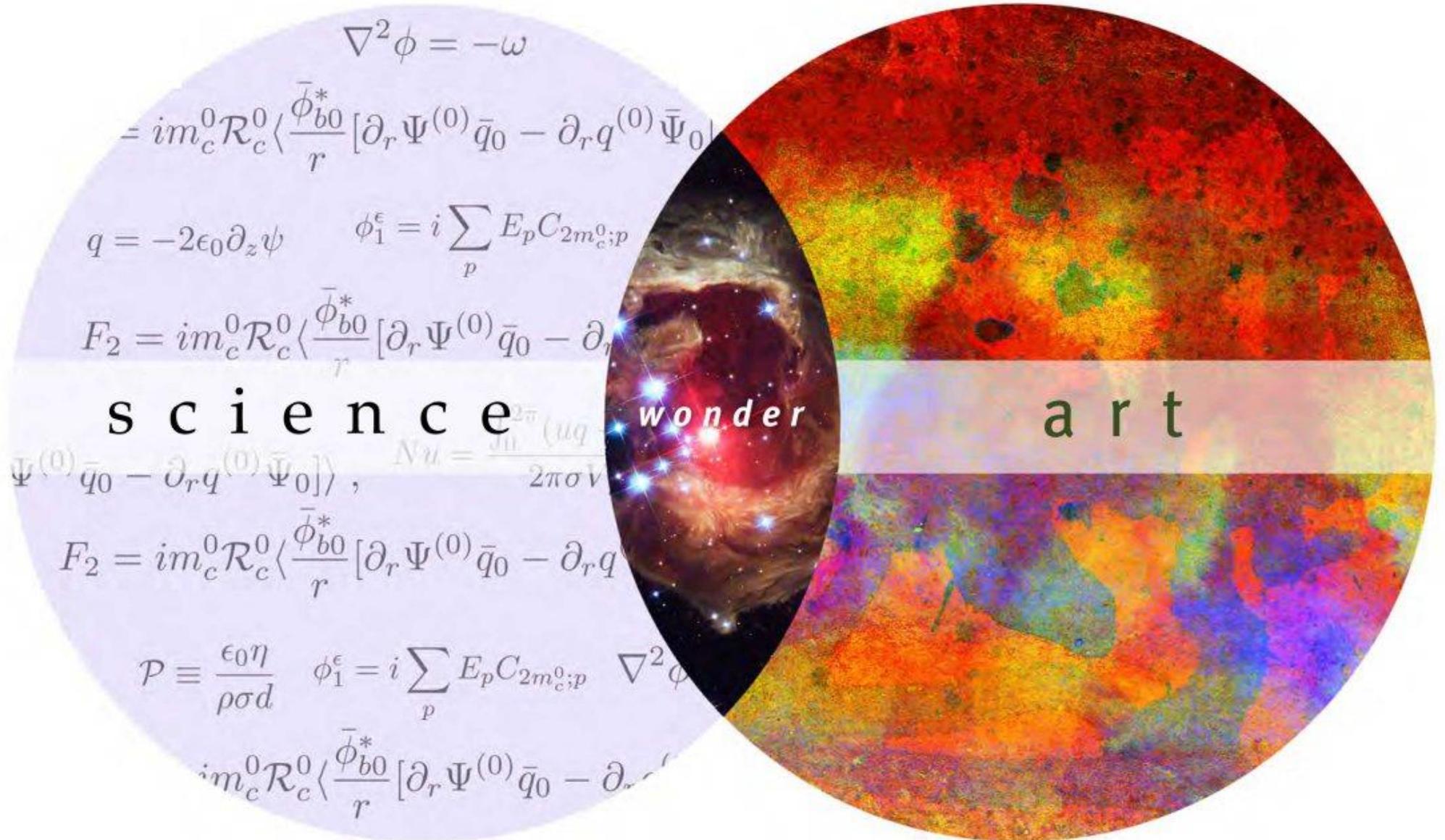
By Bruno Casimiro



About me....



Finding a Job/Career is not Science..it is Art





Plant your seeds... one will flourish

*we are in winter but spring is
coming.....*

1. Job search
 2. Recruiters / Head Hunters
 3. Sending CV CL
 4. LinkedIn
 5. Networking
-



Before Applying for a Job

- **Take a step Back to move forward quicker and with more clarity**
- Find out what you are naturally good at, what motivates you in moving towards achieving
- Research role and company, understand Why you wish to be applying
- Be thorough and tailor CV & Cover Letter to the relevant job application

Where are you today?

0 = I have no idea what I want to do and I have no idea where to start



0



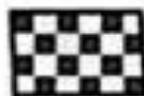
10

10 = I know what I want to do and I know how to get there

What do you see???

OPPORTUNITIES ARE NOWHERE

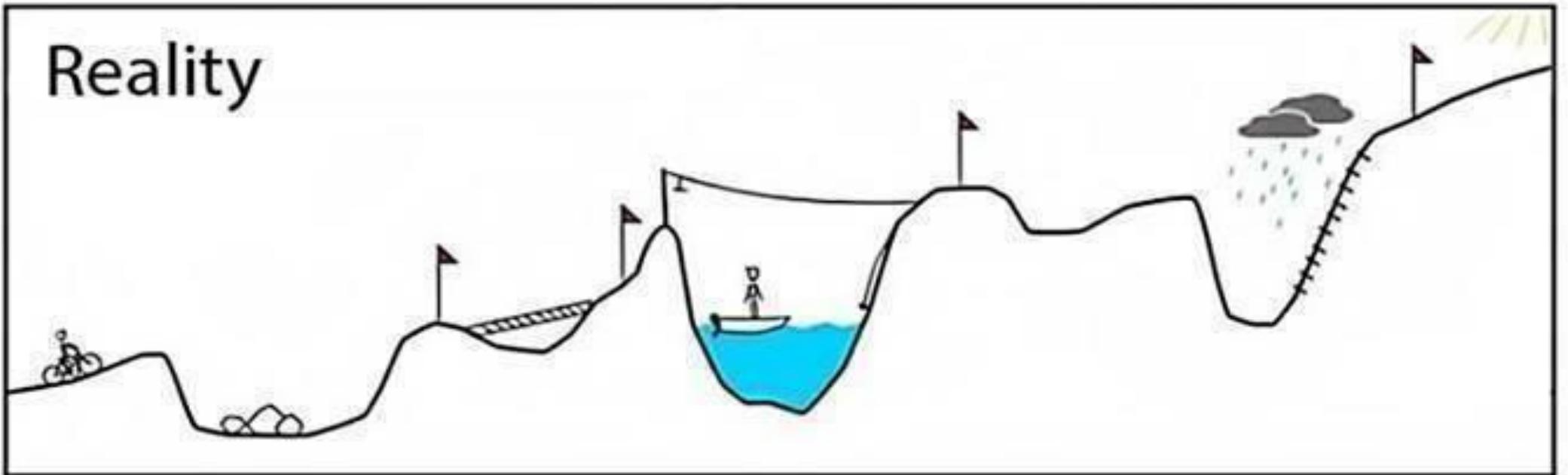
Your plan



Your plan



Reality



The Iceberg Illusion

Success is an iceberg

SUCCESS!

WHAT PEOPLE SEE

Persistence



WHAT PEOPLE DON'T SEE

Dedication



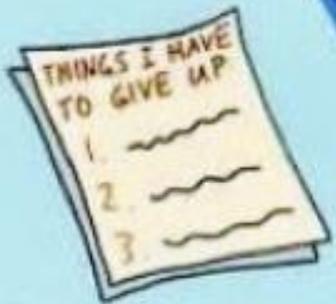
Failure



Hard work



Sacrifice



Good habits



Disappointment



A door is open, what to do next?



Work on your:

1. CV
2. Cover Letter
3. **LinkedIn** Profile
4. Networking

Your CV



PERSONLICHES

20.08.1987 in Hamburg

info@mathiaswerner.de

0176 4123 4567

Physiotherapeut

Zeitspendende Tätigk.

Badminton/Sportarten, Fußball

SPRACHEN

DEUTSCH (Muttersprache)

ENGLISCH (Fließend)

SPANISCH (Grundkenntnisse)

MATHIAS WERNER

PERSONALREFERENT

BERUFSERFAHRUNG

STELLENBEZEICHNUNG
Physiotherapeut | 01/2018 – heute

- Beschreiben Sie Ihre Aufgaben in prägnanter Auslegung, die von Arbeitgebern geschätzt werden.
- Anzudeuteln Sie auch auf Ihre Fähigkeiten und Stärken, die Sie qualifizieren und die für die Bewerbung für diese Stelle relevant sind.
- Heben Sie Ihre wichtigsten Qualifikationen für die Stelle hervor. Heben Sie besonders auf Ihre Selbstverpflichtung auf.
- Ihre hohe Bereitschaft, diverse Tätigkeiten, Aufgaben und Erfolge.

STELLENBEZEICHNUNG
Physiotherapeut | 01/2017 – 06/2017

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KONTAKT

info@emiliafriedrich.de

0176 4123 4567

Marketing Managerin

Zeitspendende Tätigk.

Badminton/Sportarten, Fußball

SPRACHEN

DEUTSCH (Muttersprache)

ENGLISCH (Fließend)

SPANISCH (Grundkenntnisse)

EMILIA FRIEDRICH

MARKETING MANAGERIN

BERUFSERFAHRUNG

STELLENBEZEICHNUNG
Marketing Managerin | 01/2018 – heute

- Beschreiben Sie Ihre Aufgaben in prägnanter Auslegung, die von Arbeitgebern geschätzt werden.
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STELLENBEZEICHNUNG
Marketing Managerin | 01/2017 – 06/2017

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STELLENBEZEICHNUNG
Marketing Managerin | 01/2014 – 01/2017

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- Heben Sie Ihre wichtigsten Qualifikationen für die Stelle hervor. Heben Sie besonders auf Ihre Selbstverpflichtung auf.



CONTACT

Phone: +974 3333 4444

Email: haltham@haltham.com

Address: Doha, Qatar

SKILLS

Arabic: Native

English: Fluent

Medical: Advanced

Leadership: Strong

Teamwork: Excellent

Communication: Excellent

Problem Solving: Strong

Time Management: Excellent

Adaptability: Strong

Stress Management: Excellent

Haltham Mohamed

Medical Doctor

EXPERIENCE

Company Name | Location
2018 - 2020

- Describe your responsibilities and achievements in a clear, concise manner.
- Highlight your key skills and how they apply to the role.
- Use specific examples to illustrate your impact.

Company Name | Location
2016 - 2018

- Describe your responsibilities and achievements in a clear, concise manner.
- Highlight your key skills and how they apply to the role.
- Use specific examples to illustrate your impact.

Company Name | Location
2014 - 2016

- Describe your responsibilities and achievements in a clear, concise manner.
- Highlight your key skills and how they apply to the role.
- Use specific examples to illustrate your impact.

EDUCATION

University Name | Location
2010 - 2014

- Describe your degree and any relevant coursework or projects.
- Highlight your academic achievements and any awards.

REFERENCES

Reference Name | Contact Info

- Provide contact information for your references.
- Ensure you have their permission to list them.



WORK EXPERIENCE

Medical Services
2018 - 2020

- Describe your responsibilities and achievements in a clear, concise manner.
- Highlight your key skills and how they apply to the role.
- Use specific examples to illustrate your impact.

Medical Services
2016 - 2018

- Describe your responsibilities and achievements in a clear, concise manner.
- Highlight your key skills and how they apply to the role.
- Use specific examples to illustrate your impact.

Medical Services
2014 - 2016

- Describe your responsibilities and achievements in a clear, concise manner.
- Highlight your key skills and how they apply to the role.
- Use specific examples to illustrate your impact.

EDUCATION

University Name | Location
2010 - 2014

- Describe your degree and any relevant coursework or projects.
- Highlight your academic achievements and any awards.

SKILLS

Medical: Advanced

Leadership: Strong

Teamwork: Excellent

Communication: Excellent

Problem Solving: Strong

Time Management: Excellent

Adaptability: Strong

Stress Management: Excellent

CERTIFICATES

Medical Services Certificate

Leadership Certificate

Teamwork Certificate

Communication Certificate

Problem Solving Certificate

Time Management Certificate

Adaptability Certificate

Stress Management Certificate

Your CV

Bruno Casimiro

Boldenstrasse 2, EG R, 8708 Männedorf – Zurich – Switzerland
Mob: +41 79 611 12 81; Email: bruno.casimiro@belimitless.co.uk
(Swiss C. Permit holder)



HR executive with a vast experience in talent, learning and organizational development coming from a nontraditional background that helps utilize the knowledge and experience from a business context obtained across industries as an employee of leading organizations combined with the outside – in approach of an HR leader and executive coach. Highly motivated by developing and implementing talent development and talent management strategies that shape the culture and the purpose of an organization

BUSINESS EXPERIENCE

2022 – Current – BeGene – Head of Talent Development Europe & NM – Learning & Talent Development (Zurich - Switzerland)

HR Leader – Talent Development

- Responsible for the creation and set up of talent development as a new function in Europe and new markets, developing tools and resources for all employees and leadership teams across all business functions, part of global talent development team where 80% of what we do is fully integrated and allowing 20% for regional differences.
- Active member of the HR leadership team in Europe where we continue to improve our HR strategy through designing and implementing processes and procedures that shape employee experience.
- Supported Spain and Portugal as new countries (commercial) as an HRBP for the region. Helping [develop](#) annual operational [planning](#) looking at business forecast, budgets and resources. Creation of talent development and management strategies as well as building efficiencies from the start.

2017 – 2022 – UBS Bank – Global Director – Learning & Talent Development (Zurich - Switzerland)

HR Leader – Learning & Development

- **Global Wealth Management:** Support Women's Wealth team with the activation of pilot programs, engaging CA's, market heads, Advisory and Sales teams and marketing teams.
- **UBS University:** Responsible for the flagship for Executive development program at UBS (SLP) Senior Leadership Program with growth sprints where I led a global team of 5 members to develop UBS senior leaders globally (2200 leaders) across all business areas. Focusing on Dual Transformation, Disruptive Innovation and Digital Disruption. This program is sponsored and mandated by UBS executive board.

2012 – 2017 – BELIMITLESS – Founder & Head of L&D – Learning & Development (Zurich & London)

Consultancy – People & Business Performance Services

- Led and managed strategic programs focusing on L&D to different clients across industries, including SME's, Start Ups and in partnership with leading Business Schools, helping organizations look at their core business and maximize more efficient and create new business by developing a growth mind set strategy that would significantly impact business performance.
- Created and designed L&D programs and Organizational Change & Development journeys, using Coaching, NLP and Neuroscience tools, that were implemented in live & Virtual Training sessions as well as in E-learning modules, applying 70:20:10 rule on multiple topics.

2017 – 2017 – University of St Gallen – Learning & Talent Development Manager (St Gallen - Switzerland)
Executive School of Management, Technology and Law at St Gallen University.

- Led the Career Development program, defining the strategy and desired outcomes for our participants, developing new capabilities that will support them in an [ever-changing](#) professional environment.
- Established Talent Acquisition strategy by building strong relationships with internal and external stakeholders, developing & designing brand strategy, creating business and employment opportunities for our students across industry, sector and region.

2016 – 2017 – LBS – London Business School – Learning & Talent Development Lead (London - UK)
Degree Education & Career Centre

- Responsible for over 320 post experience MBA level – [Masters in Finance](#) full time and part time international program, assessing learning aspirations and objectives, assisting and inspiring our students in achieving their desired aspirations

2010 – 2012 – MORGAN STANLEY - Investment Bank – Senior Associate (London - UK)

Institutional Securities Group - Securitised Products

- Developed standard procedures and training programmes while helping set up new support team (operations) in Asia, providing them with clear KPI's, motivating them to perform in their role

2008 – 2009 - JP MORGAN- Investment Bank – Senior Analyst (London - UK)

Securitised Products Lifecycle Event Management

- Involved in the Bear Stearns Merger with JP Morgan, responsible for managing the integration milestones, ensuring Bear Stearns data was effectively implemented in JP's systems enabling all transactions to be processed on time

2007 – 2008 - JP MORGAN – Investment Bank – Analyst (London - UK)

Business Management, & Finance, Credit & Rates, Sales & Marketing

- Managed a project team of 15 people in Asia, provided quality assurance, guidance and training. Performed as the EMEA (Europe Middle East & Africa) approver by supporting senior management requests. Managed several projects on client onboarding - KYC & client hierarchy.

EDUCATION

- 2022 - Wiley: Leadership Challenge & LPI 360 Facilitator & Assessor Training
- 2021 - UBS University – Agile Principles and Methodologies
- 2020 - IMD BUSINESS SCHOOL - Switzerland – Digital Disruption Diploma
- 2012 - 2015 - THE COACHING ACADEMY UK degree Level ICF, ANLP, ILM, CPD Accredited

Professional Diploma in:

- Personal Performance Coaching
- Corporate and Executive Performance Coaching
- Coaching Professional Development CPD Program
- NLP Practitioner - Neuro Linguistic Program
- DISC/ NEO-PI-3 Profiling accreditation

- 2004 - 2007 - THE UNIVERSITY OF GREENWICH – Business School - BA in Business Administration with Human Resources Management - 1st Class Honours (CIPD Equivalent)
Dissertation: What motivates people at work and do motivational theories apply to business today?
Awarded a 1st

IT SKILLS: Advanced Microsoft Suite, Outlook, Zoom, MS Teams,

LANGUAGES: Multi-lingual – Portuguese (mother tongue), English (fluent), Spanish (Fluent), French (intermediate), German (Learning).

ABOUT ME

- **PORTUGUESE ARMY, Military Service - Ministry of National Defence:** Army instilled strong team ethic, leadership skills, motivation, whereby one ~~has to~~ get the best out of other individuals while managing very stressful situations (Awarded a distinction for services)
- **SPORTS:** Enjoy feeling active and fit through running in the nature, swimming, boxing, skiing and motorsports.
- **VOLUNTEERING:** Mentored youths in underprivileged homes in risk of re offending in the UK. Developed personal growth programs for children and youth in schools in Nigeria and Tanzania.
- **SPEAKER/FACILITATOR:** Supporting Life Science students at The University of Zurich part of The Life Science Day and Life Science week where they learn and explore career development and job market topics. Also delivered session at IMD Business School in Lausanne and MIT in Boston USA.

Job Description



Senior Manager, Global Learning Solutions → ...

Takeda · Zurich, Zurich, Switzerland

Posted 3 weeks ago · 2 views

Apply ↗

Save

Job Description

As a key strategic member of the Global Learning Strategy & Operations team (part of the GMA Medical Excellence & Scientific Training function) leads the translation of scientific content and learning objectives into state-of-the-art training solutions leveraging current training modalities, solutions, and platforms

- Translates medical excellence and scientific training strategic imperatives into robust solutions (hands-on, interactive, exploratory, activities-based, learner-driven, creative, state-of-the-art, visionary, robust, flexible) for the delivery of high impact training deliverables across TAs
- Combines scientific and creative elements of the training design process to drive the conceptual development of new training tools and materials
- Involved in initial scoping discussions w/ training/medical excellence leads and external business partners and evaluate suitability of vendor and project proposals
- Assesses scope of new training projects to ensure appropriate matching of project to the right external business partner/agency
- Closely partners w/ global medical excellence/scientific training leads and external business partners (i.e. training agencies/vendors) to ensure consistency in quality of internal training deliverables for all Takeda (medical, other business operations functions) staff
- Serves as the advisory point of contact for global, regional, and BU related training initiatives to vet and support with state-of-the-art development and design of new training tools
- Profiles target audience to appropriately assign training deliverables including assessing training format and modality (e.g. F2F, e-learning, WebEx, etc.)

Experience

- Experience leading the development process of training activities based on learning/training objectives leveraging different training formats and modalities (F2F, virtual)
- Working knowledge and understanding of available technology solutions and platforms incl. learning gamification for the delivery of state-of-the-art training activities
- In-depth understanding of different learning styles and learning agility
- Experience defining learning/training objectives
- Ability to deconstruct complex scientific information and translate it into digestible pieces
- Applied knowledge of performance measurement (e.g. knowledge assessments, metrics, dashboards)
- Knowledge of training agency structures and processes
- Basic understanding of biopharmaceutical industry structures and processes including knowledge of regulatory and compliance guidelines governing medical affairs
- Proven ability to communicate clearly and present key information objectively and collaborate/partner effectively with cross-functional management within matrix organization

Knowledge And Skills

- Project leadership and management skills are required added to the ability
- Proven ability to delegate in matrix environment, predict issues, anticipate risks and solve problems
- Ability to drive project plans to successful conclusion
- Strong communications skills – written and verbal
- Strong organizational skills
- Ability to work independently, or with a diverse group of individuals across various functional areas and organizations plus a history of driving decision-making within a cross-functional and cross-cultural, global team structure
- Issue identification and escalation
- Management of multiple tasks of varied complexity simultaneously
- Presentation skills – create and deliver presentations with appropriate messaging and focused recommendations
- Negotiation skills
- Proficient use of SharePoint and web conferencing tools
- Microsoft Project Professional, Excel, PowerPoint & Word
- Fluent in English

C-A-R Model

Challenge

What was the issue?

- EMEA Client Hierarchy was not up-to-date
- Client structure was inconsistent; not demonstrating a true representation of our clients by services and income level.
- Some of our clients have been acquired by other companies and our system was not reflecting these changes impacting reporting results.
- Head of Sales teams were complaining that they could not clearly identify which clients needed to be focused on.

Action

What did I do?

- Searched client KYC details, researched by industry and sector, updating all client information and updating relevant internal stakeholders.
- Reorganised EMEA Client Hierarchy filtering by industry; sector, region and level of revenue generated
- Researched and placed clients under correct hierarchical order, reflecting parent company and subsidiaries.
- Remapped client structure and reporting allowing Sales teams to have access to their client results by revenue, accessing top priority clients.

Result

What was the result?

- The EMEA Client Hierarchy Structure is up to date, easy to understand improving daily, weekly and monthly client reporting.
- We have an automated system where we can filter client data, making it easier and clearer to our sales teams to perform client analysis and reporting.
- Have correctly allocated 1.2 billion dollars across our client base.
- Head of Sales were very pleased with results asking me to get involved in future projects.

Finance Role: Correctly allocated 1.2 billion dollars across our client base

Consulting Role: Reorganised client structure filtering by industry, sector, region and level of revenue

Tailor your CV to
the Job
Description using
key words
mentioned at
experience and
knowledge and
Skills



Your CL

No more than 350 words

A great Cover Letter:

- Is tailored to the role you are applying for
- Puts you into context
- Conveys your motivation
- Tells a story
- Evidences your transferable skills
- Creates excitement
- Differentiates you from others



CL: You, Me, WE (No more than 350 words)

As a Masters student at School with 5 years experience in investment management with BigTime Capital, I wish to apply for the role of Associate Finance Professional at London Capital.

You:

London Capital appeals to me as it is involved in a broad range of activities on a global scale. Throughout my career I have kept an open mind and interest in markets beyond my specialism of bank equity research. Indeed, I have been successfully managing my own diversified asset portfolio since undergraduate days.

Me:

While at BigTime Capital I had the opportunity to research markets, sectors and asset classes across the globe. Over five years with the firm I developed equity and fixed income research skills and gained a reputation for knowing and understanding the global banking sector, for which I am now the lead analyst. In particular, I have also acquired the following skills:

- **Client facing:** unusually as an analyst advising a portfolio manager, I am frequently asked to present my views on the banking sector to institutional clients and I am also occasionally invited to speak at asset management conferences.
- **Project and stakeholder management:** in my third year at the firm I initiated and managed a new business project that led to board approval and development of an emerging markets commodities fund.
- **Commercial judgement:** last year I dissuaded the Asia team from taking an outside long position in HSBC and Standard Chartered due to ongoing regulatory difficulties and slowing growth in Asian markets.

WE:

I firmly believe that these competencies will enable me to contribute to your firm's growth. I am also confident that my energy, commitment and technical skills are aligned with your culture. Thank you for considering my application and I look forward to hearing from you soon.

Job Description



Senior Manager, Global Learning Solutions → ...

Takeda · Zurich, Zurich, Switzerland

Posted 3 weeks ago · 2 views

Apply ↗

Save

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- Management of multiple tasks of varied complexity simultaneously
- Presentation skills – create and deliver presentations with appropriate messaging and focused recommendations
- Negotiation skills
- Proficient use of SharePoint and web conferencing tools
- Microsoft Project Professional, Excel, PowerPoint & Word
- Fluent in English

Transferable skills

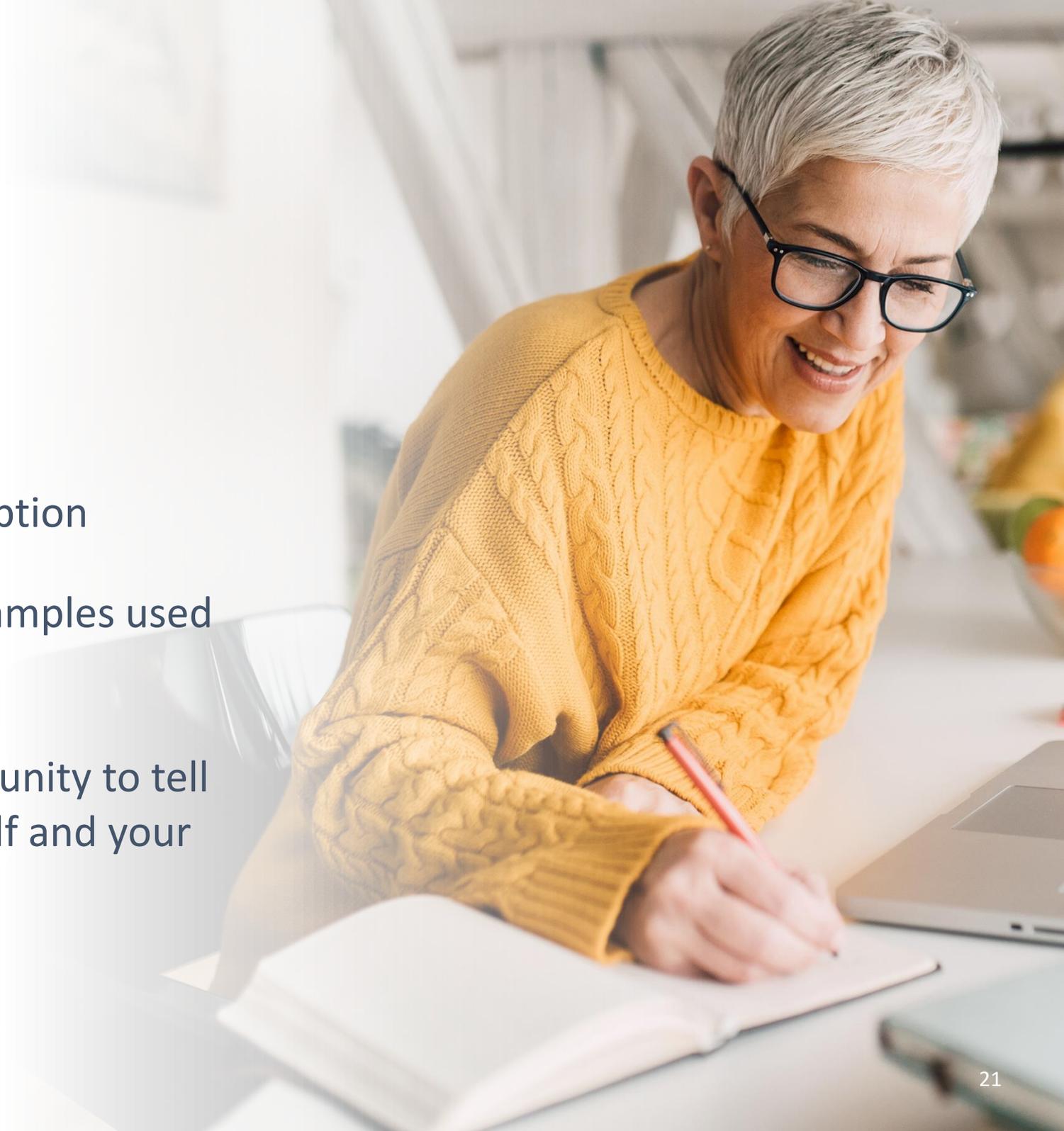


— Your CL

No more than 350 words

YOU, ME, WE

- Tailor CL to Job Description
- Try and not repeat examples used in CV
- This is another opportunity to tell us more about yourself and your Motivation



Recommendation from my recruiter

1. Although working from home, **make sure you look the part** – old sweat shirts or very causal t-shirts – not great!
2. **Check your surroundings or have a filter** – your extensive wine collection / painting of a nude is not needed to impress
3. **Make sure you are not disturbed/distracted** = doorbell/ incoming mail
4. Deep dive research is impressive – not a cursory glance at the website
5. **Make sure intro on CV is in line with JD.**
6. **Use key words from JD in your opening paragraph/CV** – some companies use very junior internal recruiter who may not fully understand the JD – make it easy for them and don't get screened out because they don't understand your skill set
7. **Build rapport with recruiter** – you may be interview no 6 for the day – use humour/ engage/ make yourself memorable in a good way!
8. **Avoid questions which put recruiter into a corner** re how good they view your application

LinkedIn profile

Keep it professional



Joe Smoe 2nd
Oil & Energy Professional
Houston, Texas Area | Oil & Energy

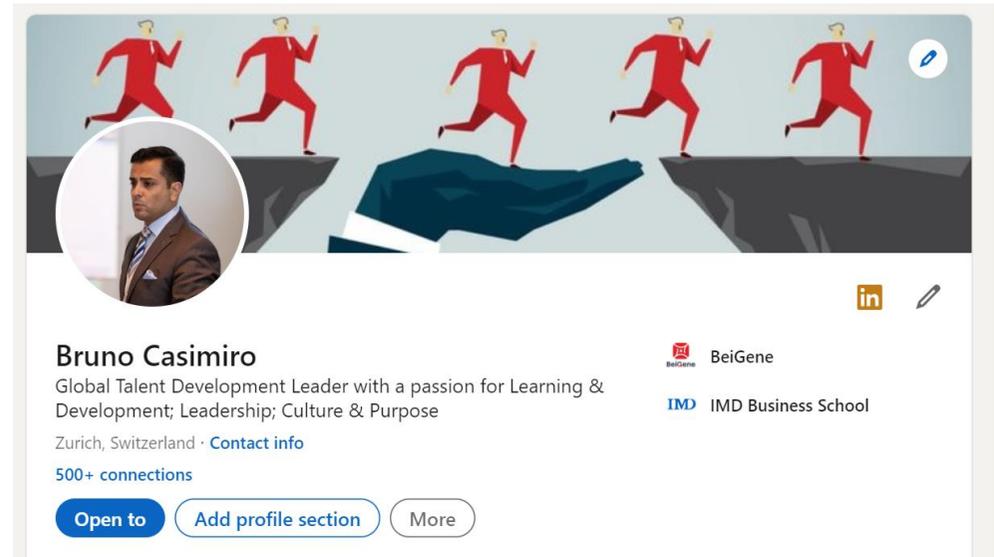
Previous **Snake Oil, DIY Consulting Inc**

Education **University of Hardknox**

[Connect](#) [Send Joe InMail](#) **0** connections

The profile for Joe Smoe features a profile picture of a man in a straw hat, a colorful lei, and a green drink, making a peace sign. The text is casual and includes a pun in the company name 'Snake Oil, DIY Consulting Inc' and a fictional university 'University of Hardknox'. The connection count is 0.

VS



Bruno Casimiro
Global Talent Development Leader with a passion for Learning & Development; Leadership; Culture & Purpose
Zurich, Switzerland · [Contact info](#)
500+ connections

[Open to](#) [Add profile section](#) [More](#)

 BeiGene
 IMD Business School

The profile for Bruno Casimiro features a professional profile picture of a man in a suit. The banner image shows several figures in red suits running across a gap. The text is professional and includes a detailed description of his role and education. The connection count is 500+.

LinkedIn: Research companies

The screenshot shows the LinkedIn search interface for 'companies'. The top navigation bar includes icons for Home, My Network, Jobs, Messaging, Notifications, and Me. Below this is a search bar with 'companies' entered. A secondary navigation bar contains buttons for Jobs, Companies, People, Posts, Groups, Products, Services, Events, Courses, Schools, and All filters. The main content area is divided into three sections: a left sidebar with navigation options, a central 'Jobs' section listing two positions from Estée Lauder Companies Inc., and a right sidebar with an advertisement for Bruno.

On this page

- Jobs
- Companies
- People who talk about #companies
- People
- Posts
- Groups
- More jobs

Jobs



Strategy & Transformation Internship (6 Months) [Save](#)

The Estée Lauder Companies Inc.
Wollerau, Schwyz, Switzerland (On-site)

  2 connections work here

1 day ago



Initiativbewerbung für den ELC Talent Pool - Marketingpraktikum [Save](#)

The Estée Lauder Companies Inc.
Zurich, Zurich, Switzerland (On-site)

  2 connections work here

Ad ...

Bruno, become an ROI hero with LinkedIn ads



Get started in minutes with €100 in ad credits

[Claim €100 credit](#)

LinkedIn: Research people

People ▾

1st 1 ▾

Takeda 1 ▾

Locations ▾

All filters

Reset

5 results



Claudio Calçada • 1st

Vice President, Global Head of Human Resources - Plasma Operating Unit at Takeda Zurich

Talks about #dei, #job, #learning, #development, and #talentmanagement



2K followers • Matthew Farmer, William Laitinen, and 88 other mutual connections

Message



Rita Sarmento • 1st

Head of Data, Digital and Technology, CSEE at Takeda Zurich

Summary: ...a diverse background, in **companies** with strong...



Miguel Wagner Brandão, Paola Granati, and 18 other mutual connections

Message

Sample email: Asking for advice

Dear Mr Ross,

I am a PHD student at with 4 years experience in Research and looking to secure a position in R&D upon graduation. I understand you are an alumnus of the School and I found your experience inspiring and similar to what I am aiming to achieve.

I would really value your opinion and views on this industry, where you see it going and also how you believe I should position myself in order to make this transition.

Thank you so much for your consideration and I look forward to hearing from you.

Kind regards,

Sample email: Value to offer

Dear [most senior point of least resistance within my target firm],

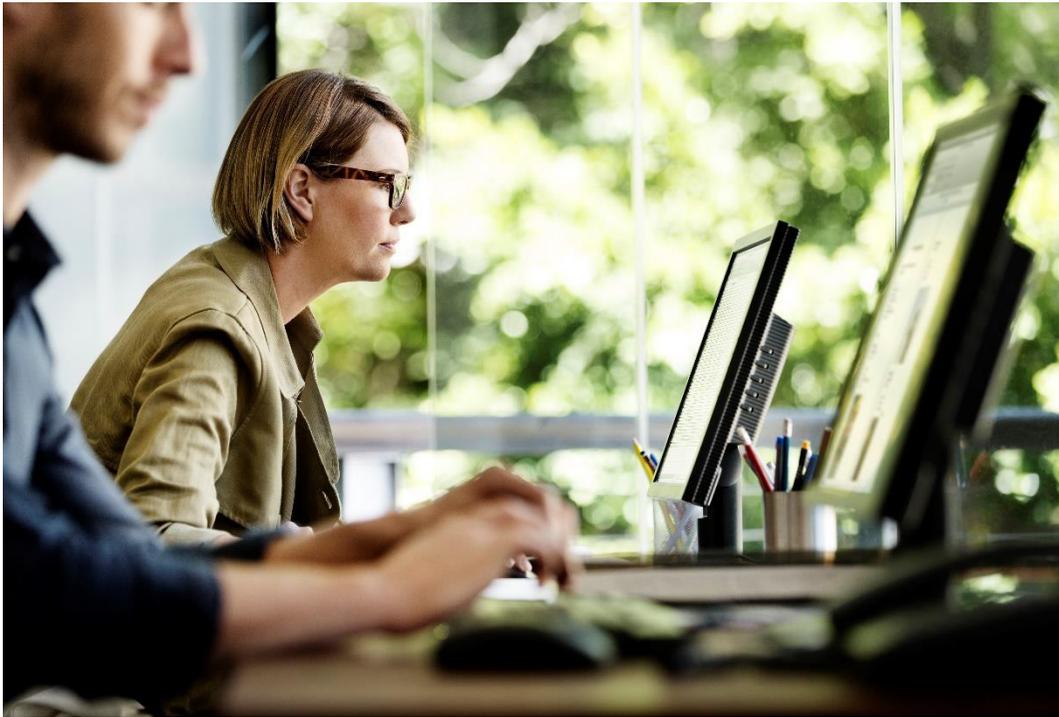
I am a Masters in.....student at with 5 years experience in [something relevant to company sector] and looking to work in [sector] upon graduation.

I understand [company] is a leader in investing in [a particular sector or market]. Having worked in [either the same or a similar market] I empathise with your strategy. Furthermore, I have developed some insights into this market and would like to share with you my thoughts on where I see new opportunities. I therefore would hope a meeting could be of mutually beneficial interest.

Thank you for your consideration and I look forward to hearing from you.

Kind regards,

Create a list of contacts



Create a list of contacts. Take a few moments to list down the names of people you might include in your list of contacts. Be creative about this, just because they may not be strictly associated with the type of work you want to do, do not miss them, they may know someone who would be a good contact.



Networking is...

- Networking is essentially building a relationship and rapport with another person.
- In business we all need a solid group of people we can trust and respect.



How to network?

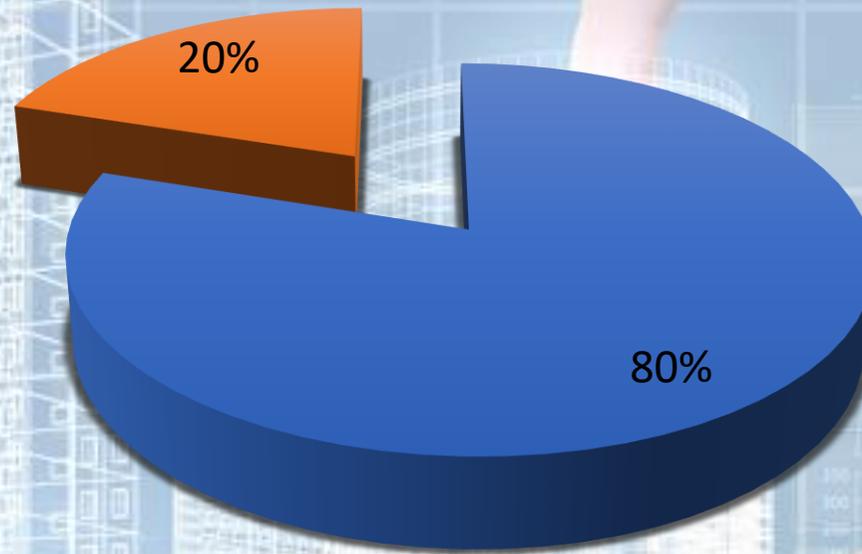
Networking should not be transactional, it should be focused on building long and lasting relationships



Hidden Job market

Careers

■ Hidden Job Market ■ Advertised Jobs



Networking can help you secure a role

JOIN OUR TEAM



**IT'S NOT WHO
YOU KNOW,
IT'S WHO
KNOWS YOU.**

KANDID CONVERSATIONS

Questions???



Your CV

Your CV is your strategic marketing tool that:

- Is an all-important first impression and selling tool

Some basic rules:

- Your CV headlines must be readable in 5 seconds
- Your job titles must be relevant to the role you are applying for

Remember! You are in a highly competitive market place where:

- A recruiter will spend 6 seconds maximum - but more likely 5 - per CV!

In 5 seconds, the recruiter will spend:

- 1 second on your education
- 3 seconds reading the companies you worked for and your job titles
- 1 second on your extra-curricular information, most likely languages and nationality

Your CL

There is no standardised format to address what recruiters are looking for but there are some rules:

- Remember it is a **complementary document** to your CV
- **Motivation** – something you like about the company and the reason you want to join them
- **Offering** – a two to three line review of your generic skills followed by 3 two-to-three line bullet points (or sentences) evidencing your strongest transferable competencies
- **Wrap-Up** – two lines reiterating your value proposition and excitement for the role including a thank you

Top 5 Tips:

1. Address the cover letter to a specific person when possible
2. Do not repeat the info that is already in your CV.
3. Keep it brief and simple - no more than 350 words for the main body of the letter
4. Use key words taken from the job description
5. Tailor your cover letter to the company you wish to be interviewing **with**



Meetings

- Research the company and the attendee thoroughly
- Know what you want to say and what you want to learn
- Make sure you share some information in return
- Share key learning points from the meeting and how you will utilise what you learnt
- Bring your CV and some work you are proud of!



You, Me, WE

As a Masters student at School with 5 years experience in investment management with BigTime Capital, I wish to apply for the role of Associate Finance Professional at London Capital.

You:

London Capital appeals to me as it is involved in a broad range of activities on a global scale. Throughout my career I have kept an open mind and interest in markets beyond my specialism of bank equity research. Indeed, I have been successfully managing my own diversified asset portfolio since undergraduate days.

Me:

While at BigTime Capital I had the opportunity to research markets, sectors and asset classes across the globe. Over five years with the firm I developed equity and fixed income research skills and gained a reputation for knowing and understanding the global banking sector, for which I am now the lead analyst. In particular, I have also acquired the following skills:

- **Client facing:** unusually as an analyst advising a portfolio manager, I am frequently asked to present my views on the banking sector to institutional clients and I am also occasionally invited to speak at asset management conferences.
- **Project and stakeholder management:** in my third year at the firm I initiated and managed a new business project that led to board approval and development of an emerging markets commodities fund.
- **Commercial judgement:** last year I dissuaded the Asia team from taking an outside long position in HSBC and Standard Chartered due to ongoing regulatory difficulties and slowing growth in Asian markets.

WE:

I firmly believe that these competencies will enable me to contribute to your firm's growth. I am also confident that my energy, commitment and technical skills are aligned with your culture. Thank you for considering my application and I look forward to hearing from you soon.

Meetings

Contacting alumni, someone who shares similar professional experience, both worked in the same company, junior / mid-level professionals...

E-mail / LinkedIn message

- State your purpose
- Refer to common background / interests
- Be clear, keep it short and to the point

~~Cold~~ Warm Calling

- Your aim is to quickly introduce yourself and share how you came across their profile / what you both have in common (e.g. careers, alumni, people / interests in common, network...)
- Try to secure a meeting in person, or over the phone, with a reasonable timeslot. You might face objections (e.g. “I am busy”) – be understanding, be confident and suggest specific days and times for a possible meeting
- Build several opening statements for different objections you might face

Follow up, always follow up

E-mail

- Send a thank you note, stating any follow-up activities
- Summarize what you learnt from this interaction

LinkedIn

- Send a personalized LinkedIn invitation

Later

- Stay in touch!
- Build the relationship



2 min Elevator Pitch



1. Make sure you are SMART when answering the questions below. You will have 2 min to present all relevant answers to your colleagues.
2. When finishing on each part thank your partner and give constructive and positive feedback on his/hers pitch

- **What do you do (15sec)**
- **Why do you do what you do? (15 sec)**
- **Where do you do it (15sec)**
- **How do you do what you do (15sec)**
- **What makes you unique(15sec)**
- **What value can you add to an organisation/client (15 sec)**