



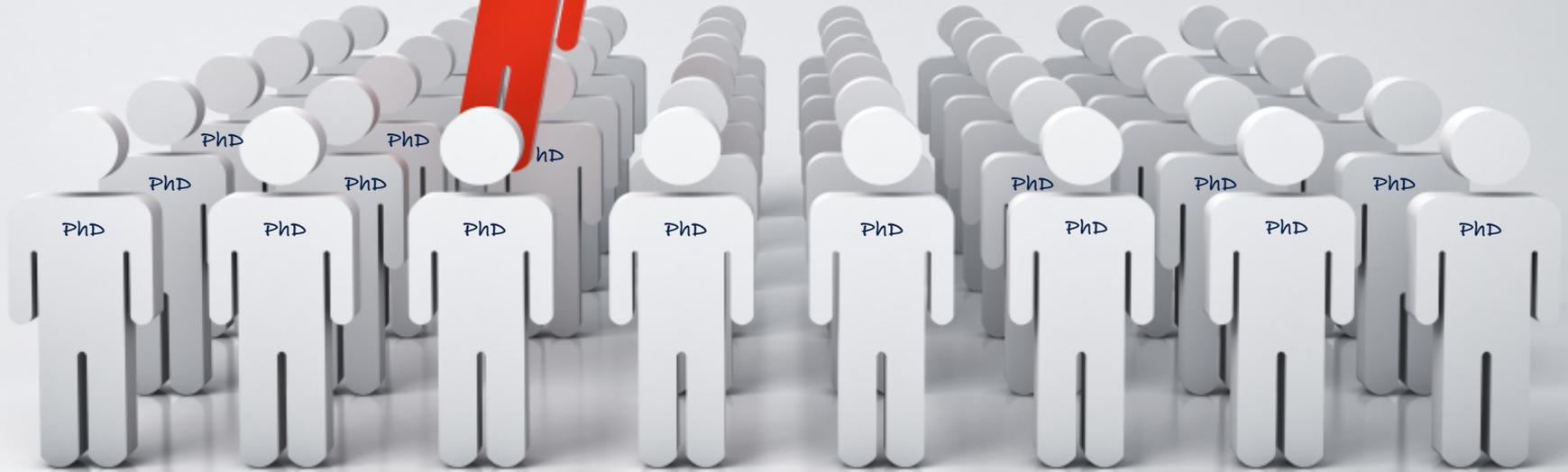
Intentionally

Building Your Professional Brand

What would you like to be known for?



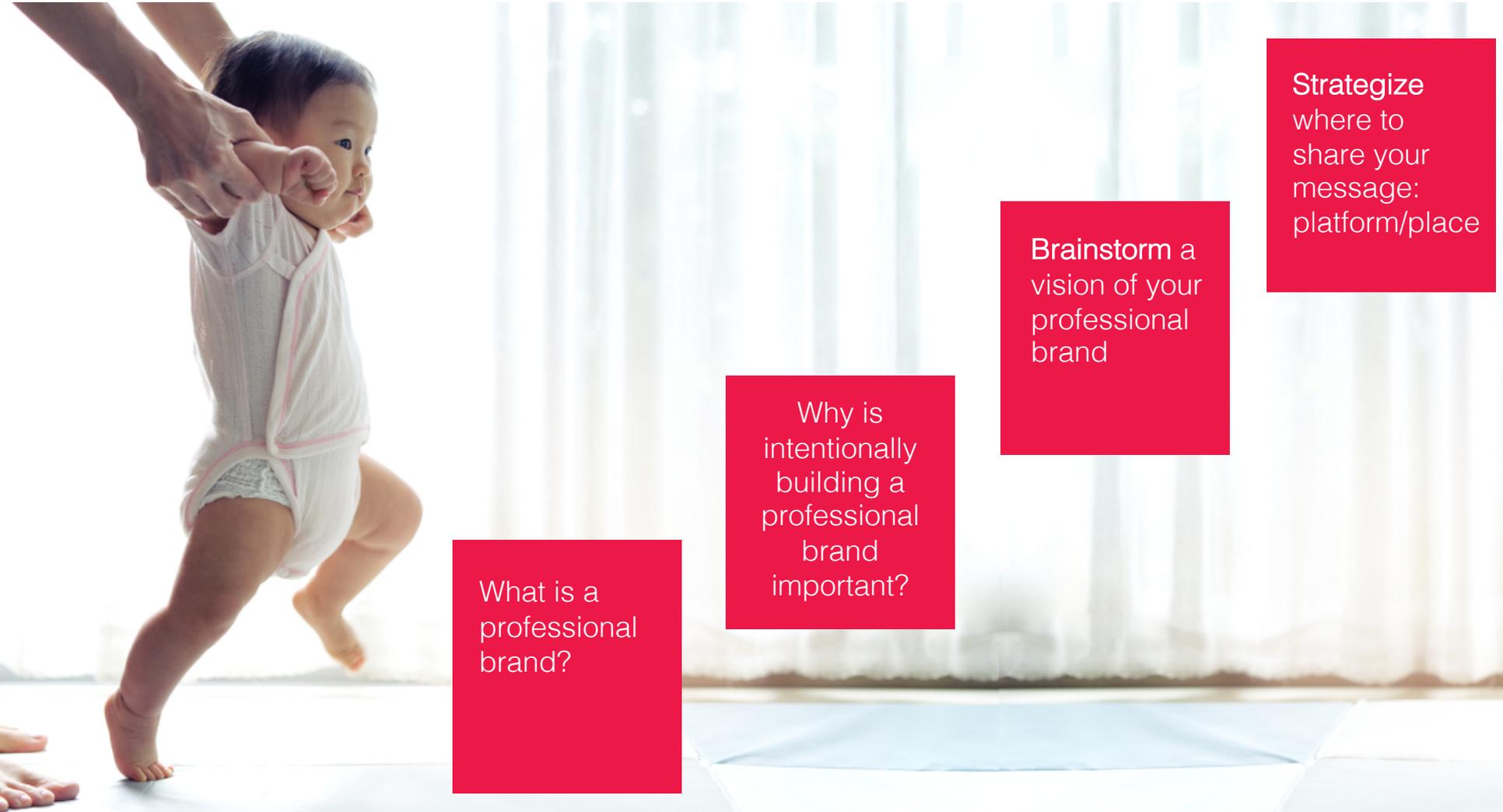
Sleep
Scientist



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

(with thanks to Program Director, Anna Correa!)

Baby Steps: Brand You!



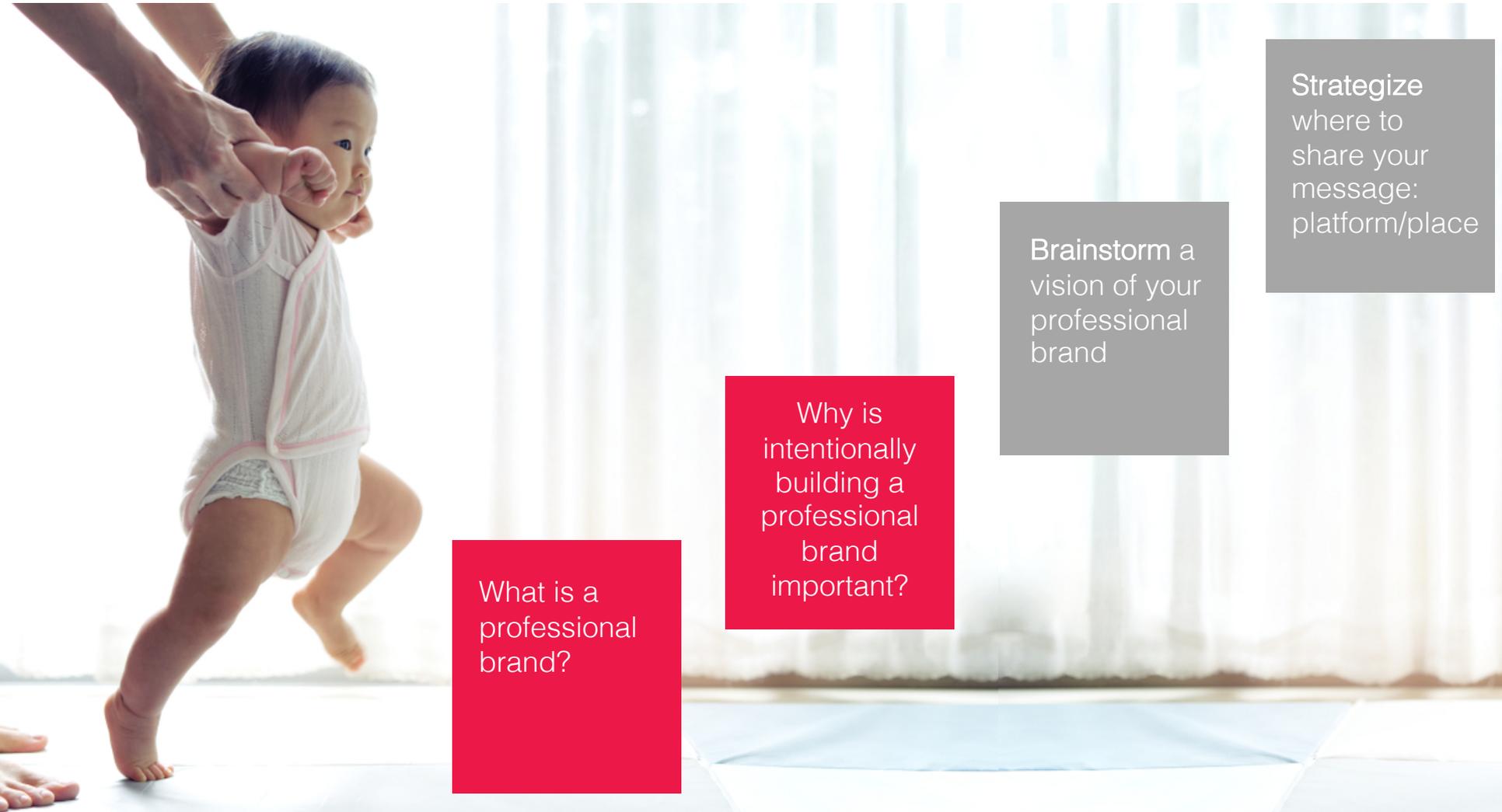
What is a professional brand?

Why is intentionally building a professional brand important?

Brainstorm a vision of your professional brand

Strategize where to share your message: platform/place

Baby Steps: Brand You!



What is a professional brand?

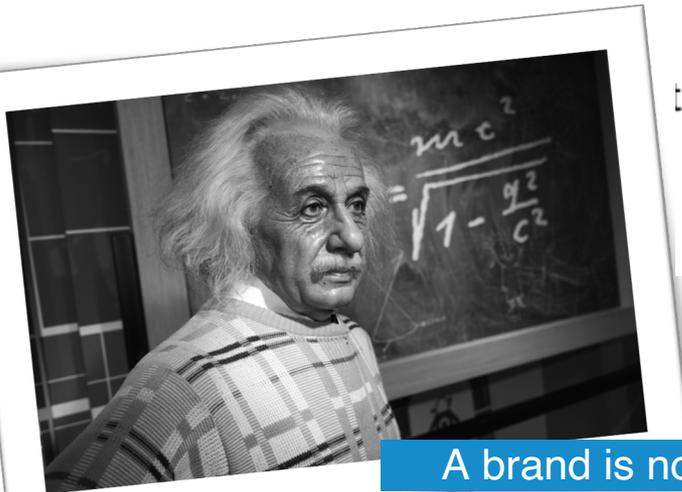
Why is intentionally building a professional brand important?

Brainstorm a vision of your professional brand

Strategize where to share your message: platform/place

What is a Professional Brand?

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

what is a "professional branding statement"? at dummies.com

Why is
Intentionally
Building a
Professional
Brand
Important?

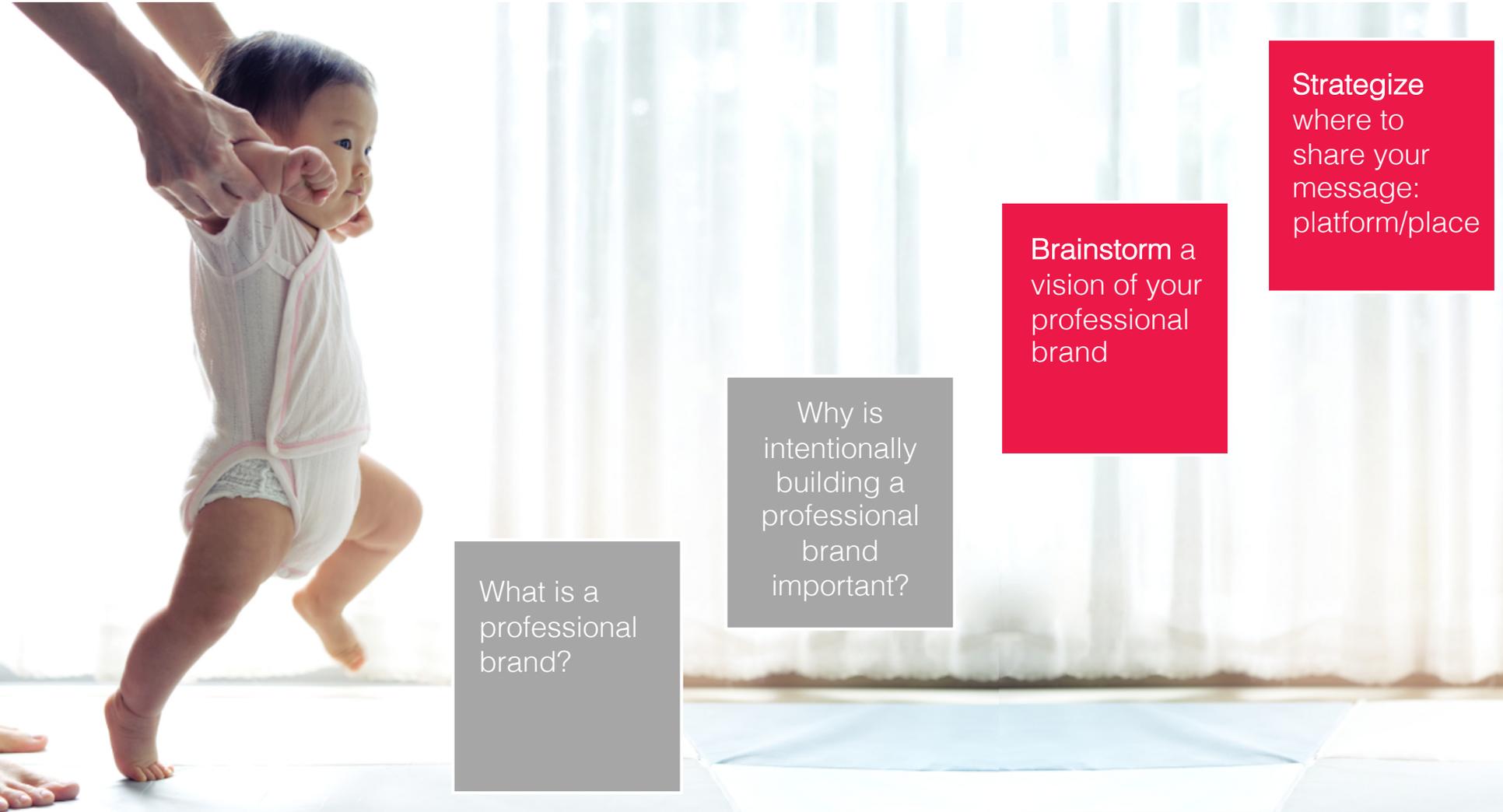


Why is
Intentionally
Building a
Professional
Brand
Important?

- Want to be recognized and trusted in your field
- Want to position yourself for future opportunities



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

- 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



Brainstorm a vision of your professional brand

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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

David Usharauli
@3DIMMUNE

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

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·tik or trə'gyoo·tik) 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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- QUALITIES/VALUES
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Google Scholar david usharauli

Articles About 25 results (0.21 sec)

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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 ...
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include patents include citations Create alert

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 ...
☆ 99 Cited by 22 Related articles All 8 versions

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 Immunol
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 ...
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[PDF] researchgate.net

[PDF] jimmunol.org

Medium

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David Usharauli Follow

I am a Scientist. My research interest is immune system. I enjoy reading books and taking care of our guinea pigs.

8 Following 30 Followers

Profile Claps Responses

Latest

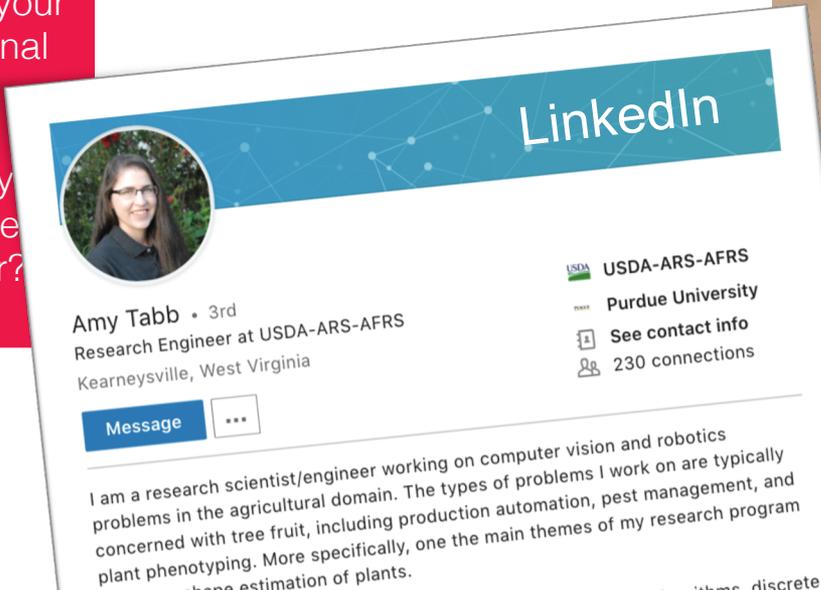
David Usharauli
May 18, 2015 · 1 min

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.

Brainstorm a vision of your professional brand

What do you want to be known for?



LinkedIn

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

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

Message

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, and plant phenotyping. More specifically, one of the main themes of my research program is shape estimation of plants.



Amy Tabb, PhD
@amy_tabb

Computer vision and robotics, with plants mostly | amytabb.com | @AgRoboticsTC | she/her | Posts are personal viewpoints.

amytabb.com
Joined May 2015

283 Tweets
461 Following
357 Followers
1,047 Likes

Tweets Tweets & replies Media

See 1 new Tweet

Pinned Tweet
Amy Tabb, PhD @amy_tabb
At #WACV2019 in Houston, TX with @henrypmedeiros (marking those images) 1440 Oral 1A TODAY

Amy T.

EXPERTISE/EXPERIENCE

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

QUALITIES/VALUES

- Advocate of colleagues and peers

Amy Tabb

I am a researcher working at the intersection of computer vision, robotics, agricultural automation, and plant phenotyping.

Home
About
Publications, Datasets, and Code
Tips and Tricks
Currently v1.0

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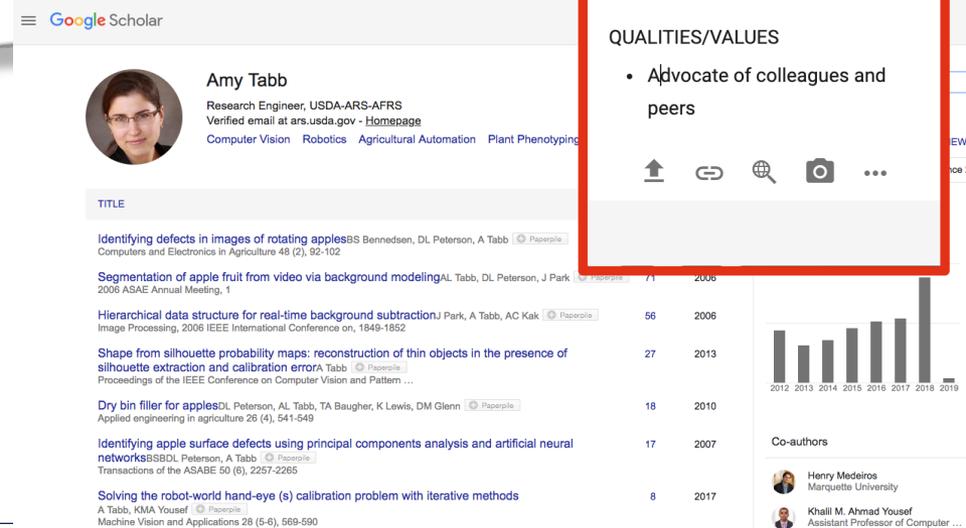


My husband took this image in front of one of my flower gardens. From left to right: *Helianthus salicifolius* (Willowleaf Sunflower), *Lagerstroemia* (Crepe Myrtle), *Monarda* (Bee Balm), and *Helianthus giganteus* (Giant Pale Yellow Sunflower) cultivar 'Sheila's Sunshine', or *Helianthus angustifolius* (Swamp Sunflower) cultivar 'Matanzas Creek', or some offspring of those two sunflower cultivars. I will not identify the weed!



News

- February 2020. I gave a talk at the International Fruit Tree Association 2020 Annual Meeting.
- January 2020. I gave two invited talks at the Plant and Animal Genome 2020 conference.



Amy Tabb
Research Engineer, USDA-ARS-AFRS
Verified email at ars.usda.gov - Homepage
Computer Vision Robotics Agricultural Automation Plant Phenotyping

TITLE

Identifying defects in images of rotating apples	2006
Segmentation of apple fruit from video via background modeling	2006
Hierarchical data structure for real-time background subtraction	2006
Shape from silhouette probability maps: reconstruction of thin objects in the presence of silhouette extraction and calibration errors	2013
Dry bin filler for apples	2010
Identifying apple surface defects using principal components analysis and artificial neural networks	2007
Solving the robot-world hand-eye (s) calibration problem with iterative methods	2017

Co-authors: Henry Medeiros, Marquette University; Khalil M. Ahmad Yousef, Assistant Professor of Computer ...

Brainstorm a vision of your professional brand

What do you want to be known for?

Notifications Messages Search Twitter

Amy Tabb, PhD @amy_tabb [Follow](#)

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

1 6 10

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

Amy Tabb, PhD @amy_tabb

Computer vision and robotics, with plants mostly | amytabb.com | @AgRoboticsTC | she/her | Posts are personal viewpoints.

amytabb.com

Joined May 2015

283 Tweets 461 Following 357 Followers 1,047 Likes

Amy Tabb, PhD @amy_tabb · Jan 8

At #WACV2019 in Hawaii? Check out @PHIAlias' paper with Z. Shen and @henrymedeiros (I also co-authored) on a public annotation tool, to make marking those image datasets less arduous. Prez by R. J. Mozdehi at 1300-1440 Oral 1A TODAY Tues Jan 8, pre: buff.ly/2Ccaayn

How to demonstrate qualities/values?

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?
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bit.ly/GSICEbrand2020

David

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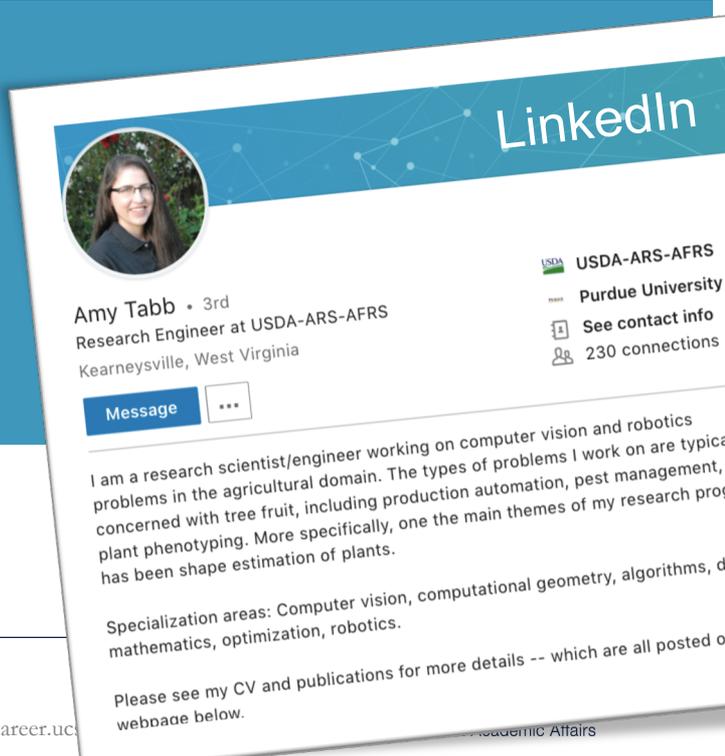
Amy T.

EXPERTISE/EXPERIENCE

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

QUALITIES/VALUES

- Advocate of colleagues and peers



Brainstorm a vision of your professional brand

What do you want to be known for?

Take 6 minutes and chat about two things:

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

Strategize
where to
share your
message:
platform/place

Strategize
where to
share your
message:
platform/place

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.

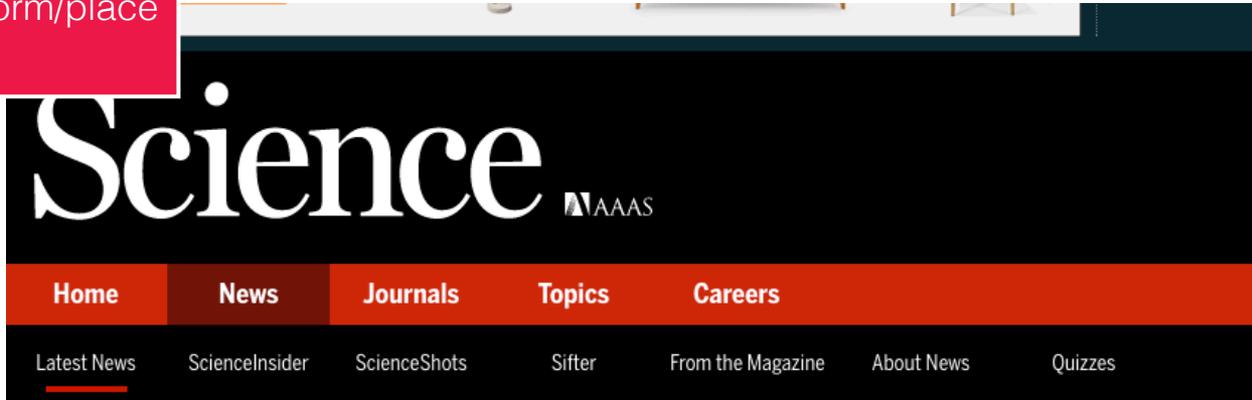
[Published: 27 November 2018](#)

Social media for scientists

Nature Cell Biology **volume 20**, page1329 (2018)



Strategize
where to
share your
message:
platform/place



SHARE



111



Martyn Green

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...

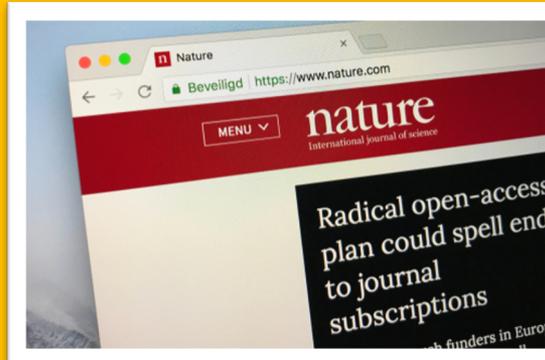
Strategize
where to
share your
message:
platform/place

Where Will You Communicate Your Brand?



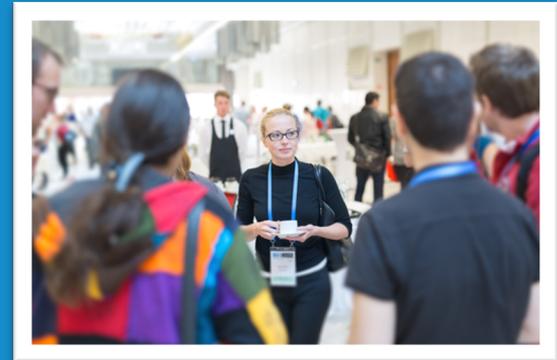
Social Media

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



Productivity

- Publications
- Grants



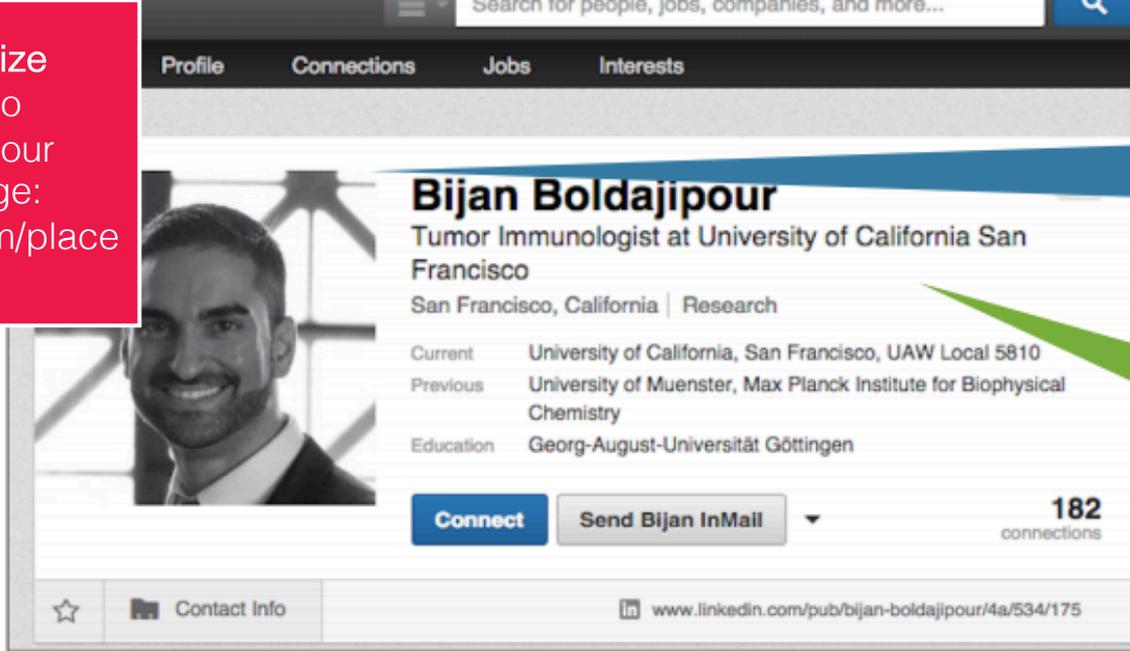
Face to Face

- 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?

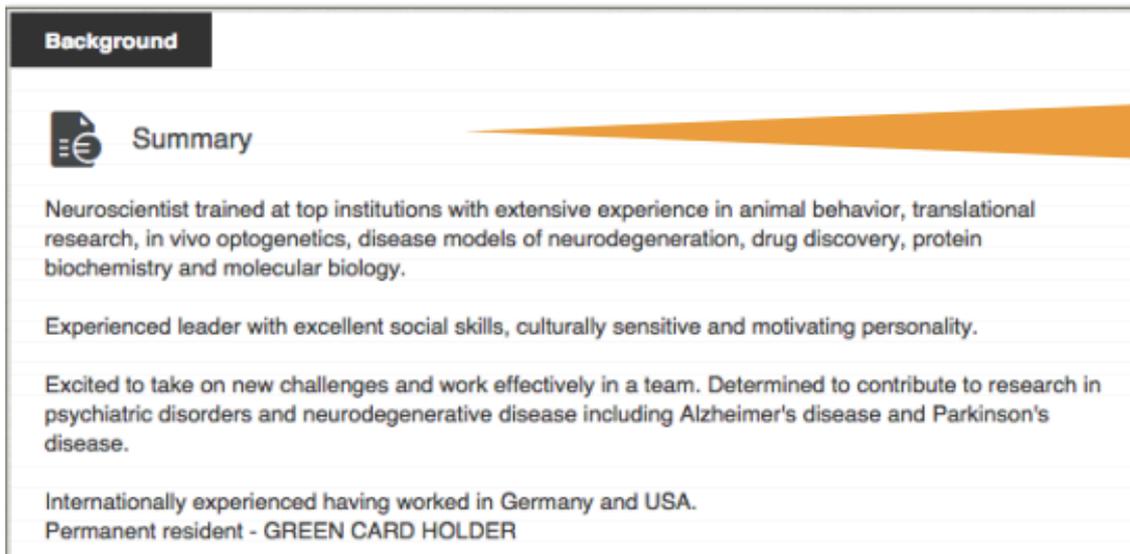
Strategize where to share your message: platform/place



■ **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>



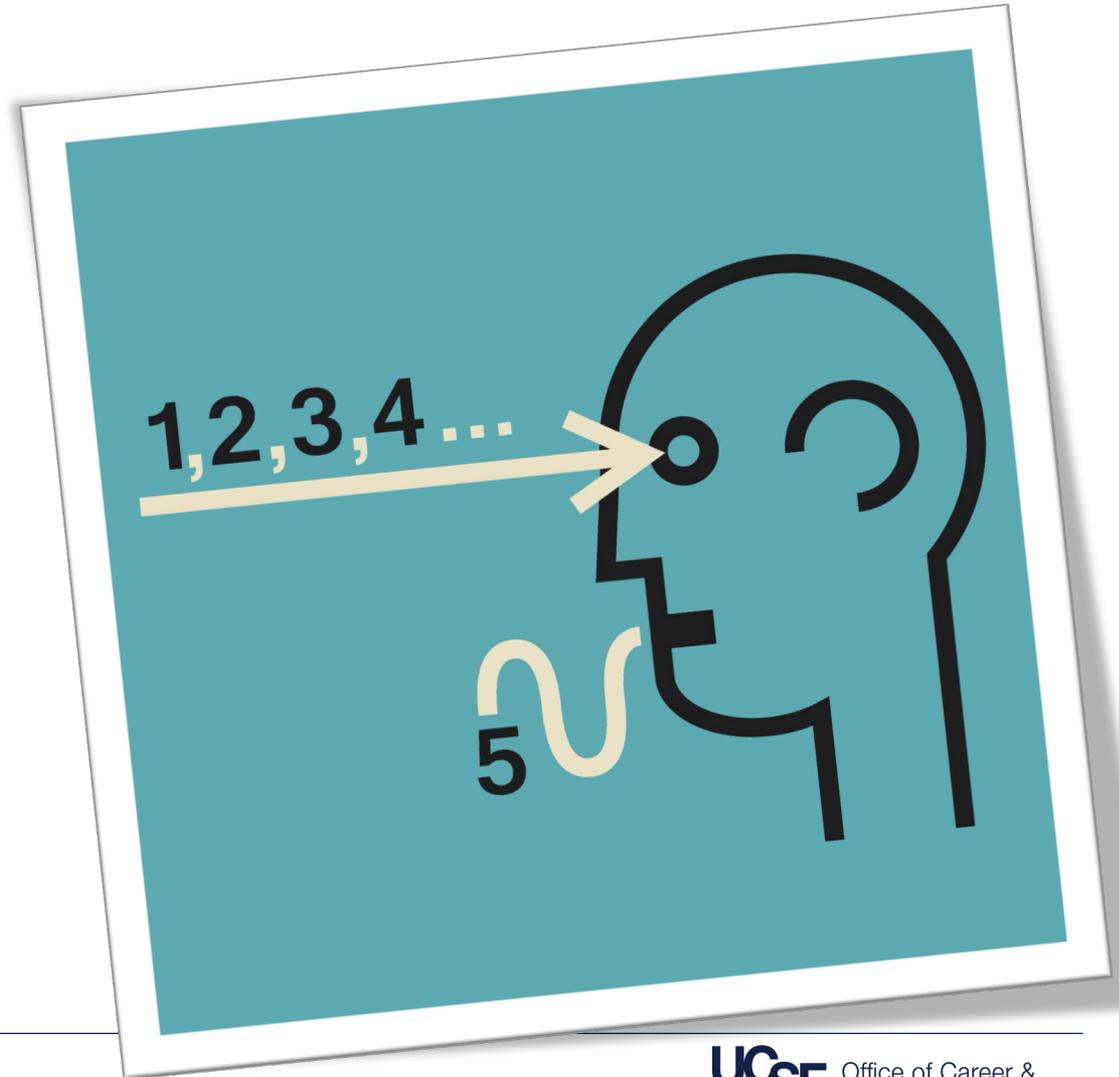
■ **SUMMARY:** Use this space to introduce yourself. Describe what motivates you, what you're skilled at, and what's next.

<https://bit.ly/OCPDLinkedInProfile>

Strategize
where to
share your
message:
platform/place

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



Strategize
taking care of
your message

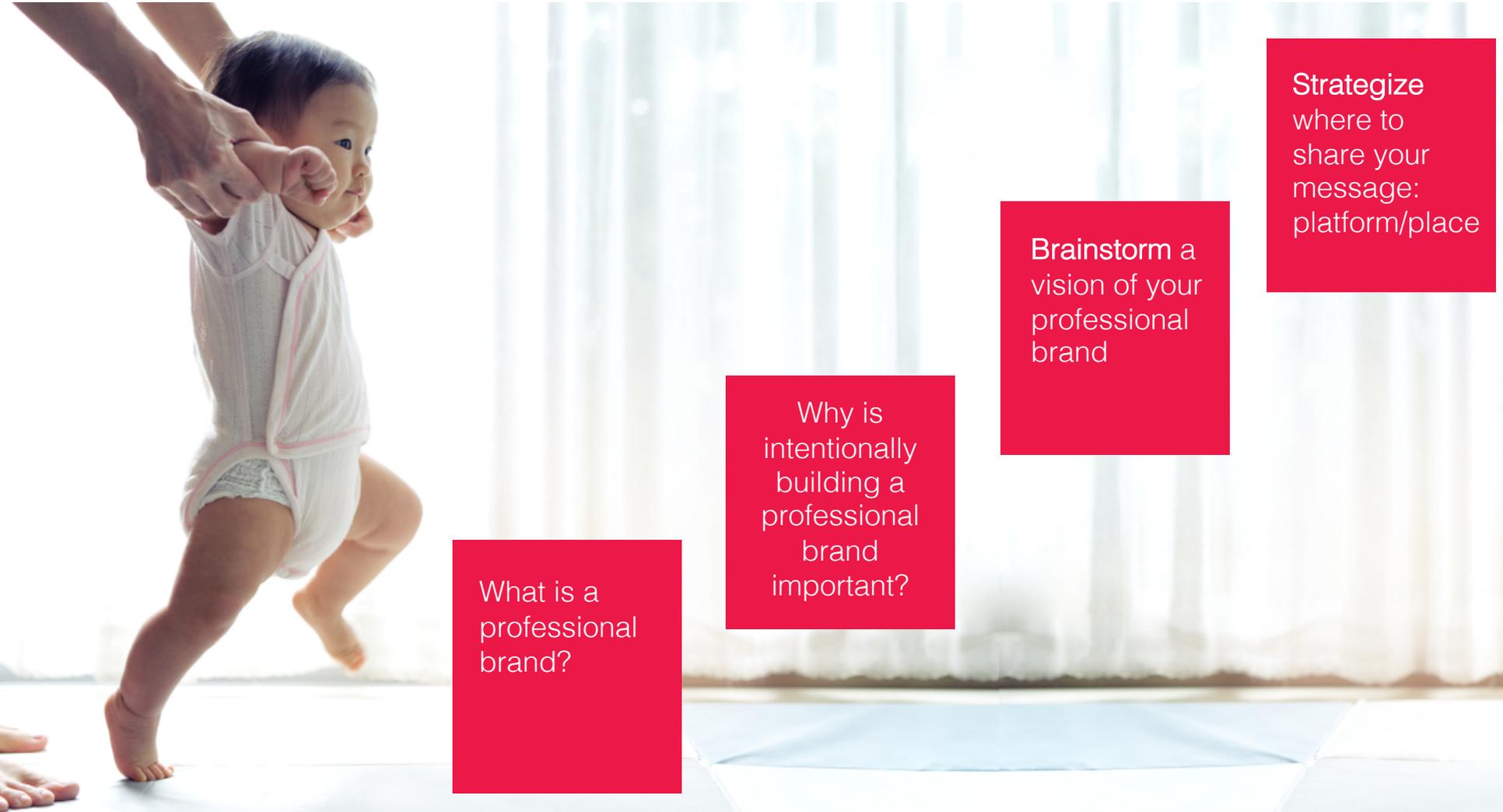
Taking Care of Your Brand

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!



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



Intentionally

Building Your Professional Brand

What would you like to be known for?



Sleep
Scientist



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?




Michael Eisen ✓
 @mbelsen
 Hazardous Waste Management Consultant. My conflicts bit.ly/1npQeyU.
 37° 14' 6" N, 115° 48' 40" W
michaelseisen.org

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

Tweets | Tweets & replies | Media

★ Pinned Tweet

Michael Eisen ✓ @mbelsen · 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.




David Usharauli
 @3DIMMUNE
 I review and blog about cutting-edge #basic and #translational research in #immunology.
 Florida, USA
davidusharauli.blogspot.com

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

Tweets | Tweets & replies | Media

David Usharauli @3DIMMUNE · Jan 21
 "the largest single collection of adaptive immune receptor sequences describe to date"
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<https://bit.ly/GSICEbrand2020>




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 2011
 An evolutionary perspective on paranoia r @nicholaraihani and me in @NatureHumBe
 An evolutionary per
 Paranoia is not only