



THE CENTER FOR ADVANCING  
INNOVATION

# **YOUR Future Journey**

**Report By:**  
**Rosemarie Truman, Founder and CEO**

# What Do these Inventions Have in Common?

- Treatment for Childhood Leukemia
- Anti-HIV Drug
- GPS
- LED lighting
- Smartphone technology
- Tempur-Pedic
- the Internet

# Why Are You Here Today?



- Learn New Career Strategy?
- Advance Your Invention?
- Get Away from the Bench?

# What Do These Careers Have in Common?



- Venture Capitalist
- Science Writer
- Strategy Consultant
- Entrepreneur
- R&D Director for Big Pharma
- Technology Transfer Officer
- Medical Science Liaison

# You May Be Feeling....



- How do I choose my next career?
- What am I best suited for?
- How do I position myself best?

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# **Rosemarie Truman Personal Journey**

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# **INTRODUCTION TO THE CENTER FOR ADVANCING INNOVATION**



250,000 Federally  
Funded Patented  
Inventions



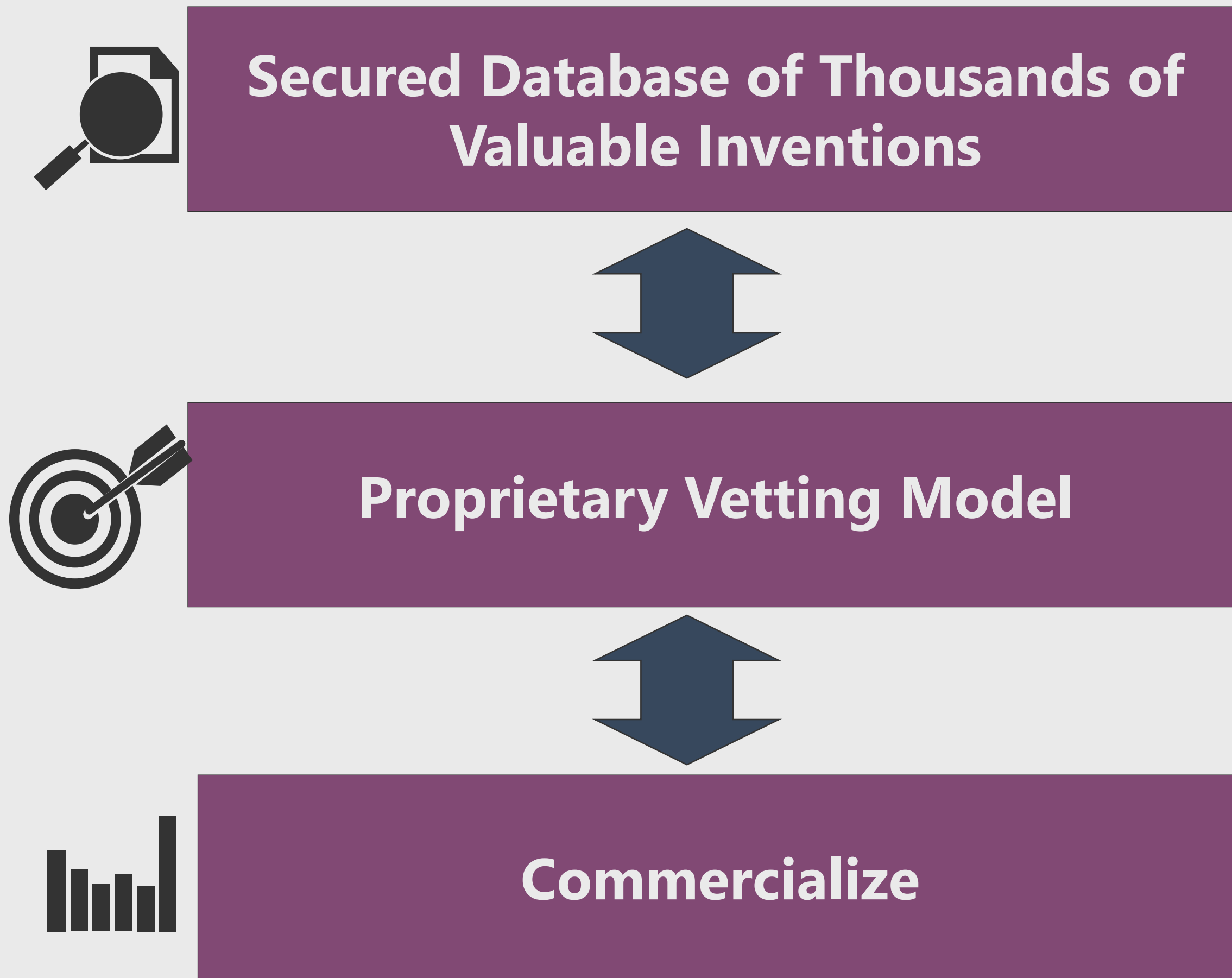
Commercializing  
Promising 1%

**Opportunity: \$1.5 Trillion**

**THE CENTER FOR ADVANCING INNOVATION**



# The Center for Advancing Innovation



## Overview



**Challenge accelerator 200+ startups**



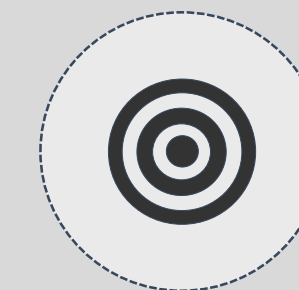
**80+ partnerships deal flow 170,000+ inventions**



**Efficient, low-cost access to IP for founders**



**Prestigious awards & media attention**



**Successes: Oncolinx, Gaia-E, Petra Power, Joule, Freenome, TheraSentient, Sixfold Bioscience**

# The Center for Advancing Innovation

nature  
biotechnology

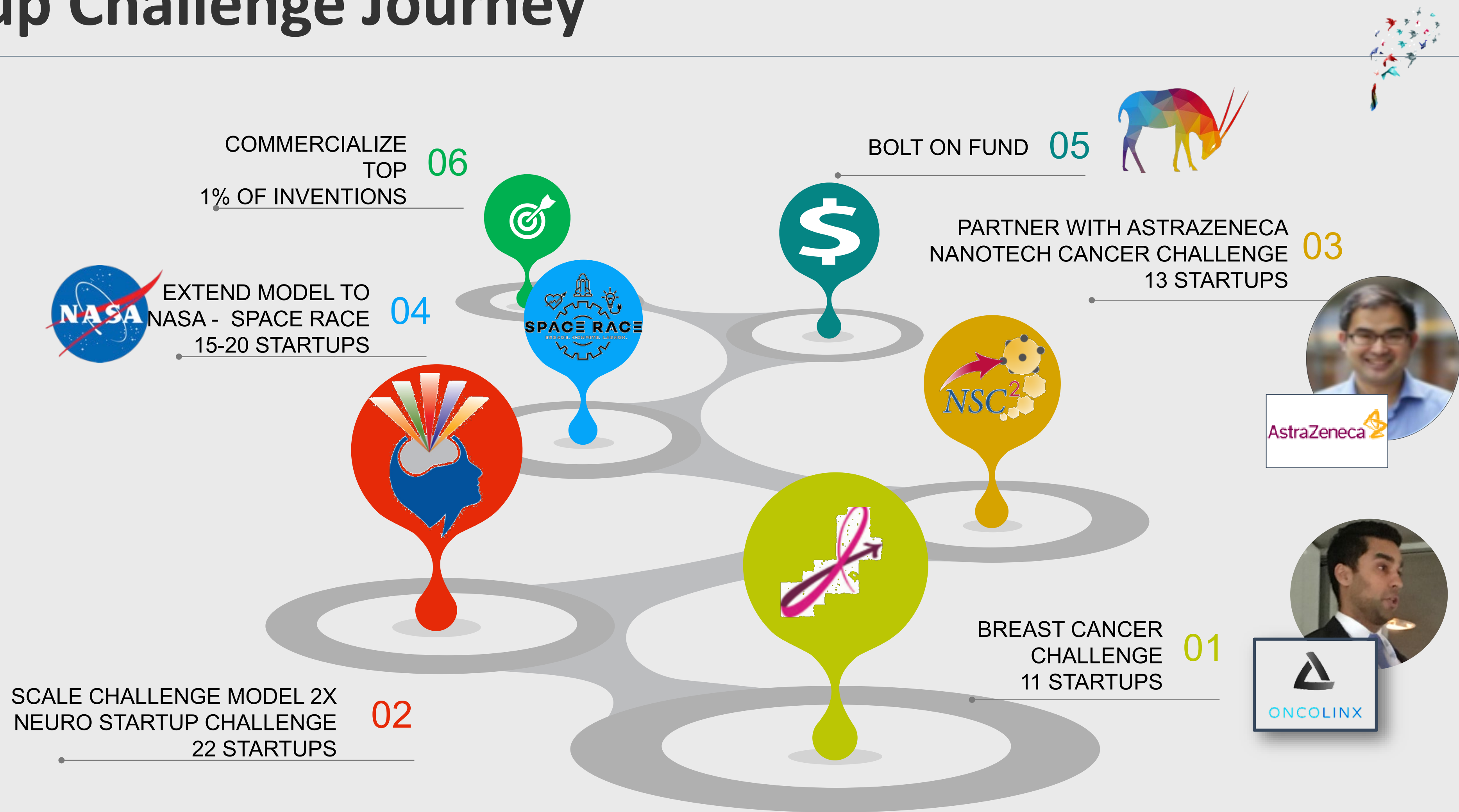
News | [Published: 11 April 2017](#)

## 'Tinder' for startups

[Andrew Marshall](#)

*Nature Biotechnology* **35**, 294 (2017) | [Download Citation](#) ↓

# Startup Challenge Journey



# Why are consultants hired?

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- ▶ Need help on a short-term but urgent project (fire)
- ▶ Need neutral, professional help from experts in the field
- ▶ Consultants are brought in because they can accomplish the task “***better, faster and cheaper***” than if the client was to do it alone.



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## Consulting Firms Overview

## Each consulting experience is drastically different; consider the following questions



# There are three major types of consulting firms....

## Elite Management / Strategy Consulting and Boutique Firms

- Engage with senior executives
- Strategic and very challenging matters

## “Big Four”- Affiliated Consulting Firms

- Divisional/functional matters
- Process/operational/  
technology oriented matters

## End-to-End Strategy- Execution Consulting Firms

- Highly depends on your group
- Much of the work is IT-  
centric

**The strategy division of any of these firms typically perform case interviews**

# ...broadly speaking, these fall into six categories





# ...what else to expect?

	Clients	Length of project work/ team size	Team size	Where you will work	What you will do and learn
<b>Large International Strategy Firms</b> <i>(and strategy within end to end)</i>	CEOs and Executive Board	2-6 months	Generally small (3-20)	<ul style="list-style-type: none"> <li>▪ Mixture of local and global staffing opportunities</li> </ul>	<ul style="list-style-type: none"> <li>▪ A balance of high-level strategy, process and analytics across a broad range of businesses</li> </ul>
<b>Smaller (Boutique) Firms</b>	CEOs and Executive Board  Typically smaller companies	1-3 months	Small (3-5)	<ul style="list-style-type: none"> <li>▪ Depends on the client</li> <li>▪ Global, local, virtual</li> </ul>	<ul style="list-style-type: none"> <li>▪ As above, typically across a narrower range of businesses and partners</li> </ul>
<b>Process/ operations</b>	Operational management	3-9 months	Medium-large (5-50)	<ul style="list-style-type: none"> <li>▪ Mostly home staffing</li> </ul>	<ul style="list-style-type: none"> <li>▪ Focus on detailed operational and process outcomes</li> </ul>

## Lifestyle and Progression – In Reality

# Your lifestyle will change if you're into strategy consulting

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- Travel: Up at 4am on Monday morning; back on Thursday/Friday nights for weeks on end
- Expect to change assignments on the spot
- Potential for MANY all nighters

***Remember: Your life is not your own- it is your client's – strategy consulting requires the deep desire to make a positive sustainable impact***

# Unpleasant truths

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Extremely selective

Only recruit from target schools

Not enough business going on

Clients not sometimes not cooperative

You will need to learn a lot on every engagement

# How much will you make?

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	<u>Comp (K)*</u>
▶ Research Associate (2 yrs)	\$60-\$80
▶ Associate (2 yrs)	\$120-\$150
▶ Engagement Manager (2-3 yrs)	\$175-\$250
▶ Associate Partner/Senior Manager (2-3 yrs)	\$250-\$350
▶ Partner (3-5 years)	\$300-\$600+
▶ Senior Partner	\$400-\$1,000+

## How to get an interview

# Need to illustrate more than intellectual horsepower -not enough....

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- IQ**
- General business knowledge
  - Understanding of client context
  - Logical problem solving

- EQ**
- Creates environment of trust
  - Manages group dynamics
  - High awareness of emotions

- SQ**
- High self knowledge
  - Experience of own transformational journey
  - Sense of vocation



All elements  
are critical

# The Basics - Resume

## Differentiate Yourself

Personal Drive/Energy/Enthusiasm

Acumen/Raw Intelligence:

- Record of academic achievement
- Able to work with ambiguity
- Mental stamina

Capabilities:

- Problem solving skills/framing and approach
- Quantitative and statistical skills
- Writing and Presentation skills

Team work/Likeability:

- People, team, leadership, relationship skills
- Energy/stamina
- Humor

- Business plan contest
- Video of yourself explaining a great achievement
- Perform an internship on a real strategy consulting project
- Volunteer to lead a non-profit organization/event relevant to business strategy
- Reach out to people within your target firm and meet with them (in person is best)
- Be able to speak intelligently about a business concept
- Physical stamina

Knowing someone is always another very important way to get your foot in the door



# Let's start with strategy consulting...what does BCG really want?

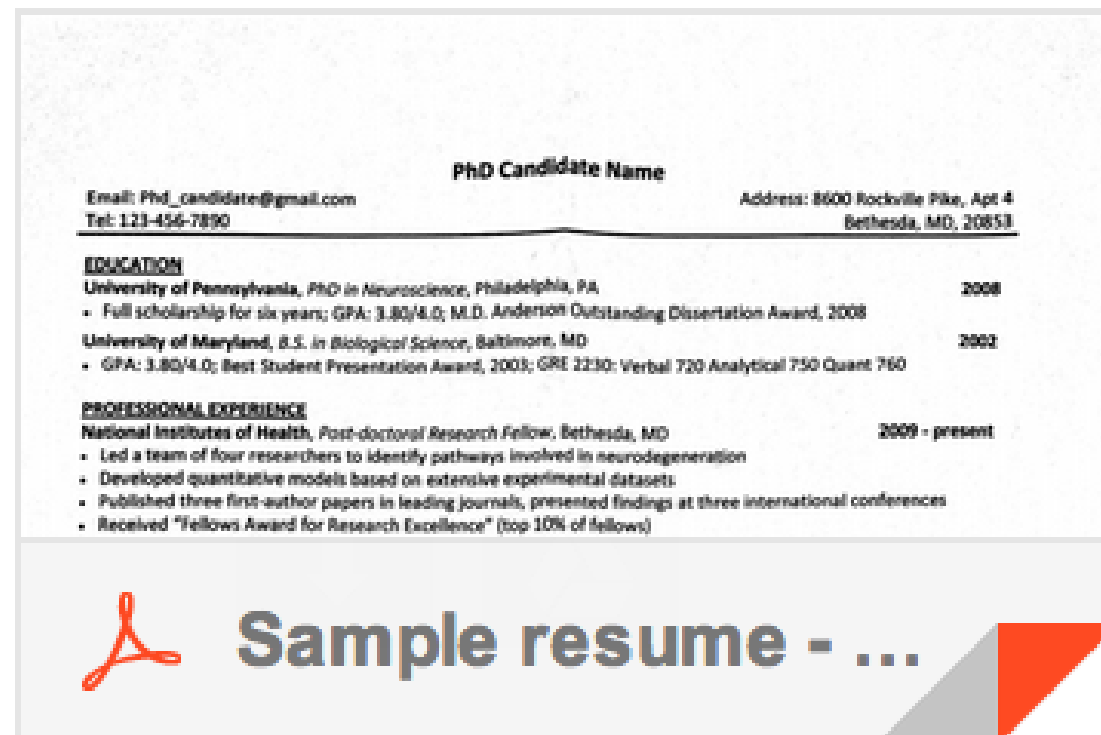
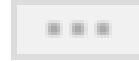
Travis Dittmer <travisdittmer@gmail.com>

Mar 25

to me

Hi Rosemarie

Hope all is well. I was given this resume at a **bcg** event today. It's an example of an ideal candidate.



View attachments right in Gmail  
Click the preview to see it in action.



Download attachment to your computer



Save attachment to Google Drive

## PhD Candidate Name

Email: Phd\_candidate@gmail.com  
Tel: 123-456-7890

Address: 8600 Rockville Pike, Apt 4  
Bethesda, MD, 20853

### EDUCATION

**University of Pennsylvania, PhD in Neuroscience, Philadelphia, PA** 2008

- Full scholarship for six years; GPA: 3.80/4.0; M.D. Anderson Outstanding Dissertation Award 2008

**University of Maryland, B.S. in Biological Science, Baltimore, MD** 2002

- GPA: 3.80/4.0; Best Student Presentation Award, 2003; GRE 2230: Verbal 720 Analytical 750 Quant 760

### PROFESSIONAL EXPERIENCE

**National Institutes of Health, Post-doctoral Research Fellow, Bethesda, MD**

- Led a team of four researchers to identify pathways involved in neurodegeneration
- Developed quantitative models based on extensive experimental datasets
- Published three first-author papers in leading journals, presented findings at three international conferences
- Received "Fellows Award for Research Excellence" (top 10% of fellows)

**RHT Consulting, Consulting Intern, Leesburg, VA** Summer 2009

- Performed due diligence to define a portfolio of anti-infectives for a leading pharmaceutical company
- Conducted portfolio and market analysis to prioritize three infectious disease areas to pursue
- Directly engaged the senior management of the company to discuss and evaluate findings

**Merck Research & Development, Intern, Seattle, WA** Summer 2005

- Compared cost effectiveness of existing molecular profiling protocols relative to competitors
- Created comprehensive reports to synthesize comparison results for management

**Graduate Assistant, University of Pennsylvania, Philadelphia, PA** 2002 - 2008

- Developed the first in vitro experiment to verify a key hypothesis in Alzheimer's research
- Taught ~30 undergraduate students to develop scientific hypotheses & test them via hands-on lab work

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distribute outside of NIH

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## Opportunities and Contact Details

# OPPORTUNITIES – BRAIN RACE!

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Adobe skills  
Outreach  
Social Media  
Due Diligence  
Event Planning  
More Due Diligence