



It's Your Career: Own It!

Disclosure

The presenter(s) for today's session: *Ann Marie Cisneros*

I have no relevant financial relationship in relation to this educational activity.

I have no relevant financial relationship(s) with respect to this educational activity with the following organizations (list here):

Learning Objectives

Upon completion of this presentation, participants should be able to:

- Provide an overview on industry hiring trends and how you fit into the big picture
- Common roadblocks to advancing your career
- Building blocks for a successful career

Agenda

- Present on how your career is your #1 investment.
- Focus attention on the big picture & how to maximize your success
- Your work matters! We are here to improve global health.

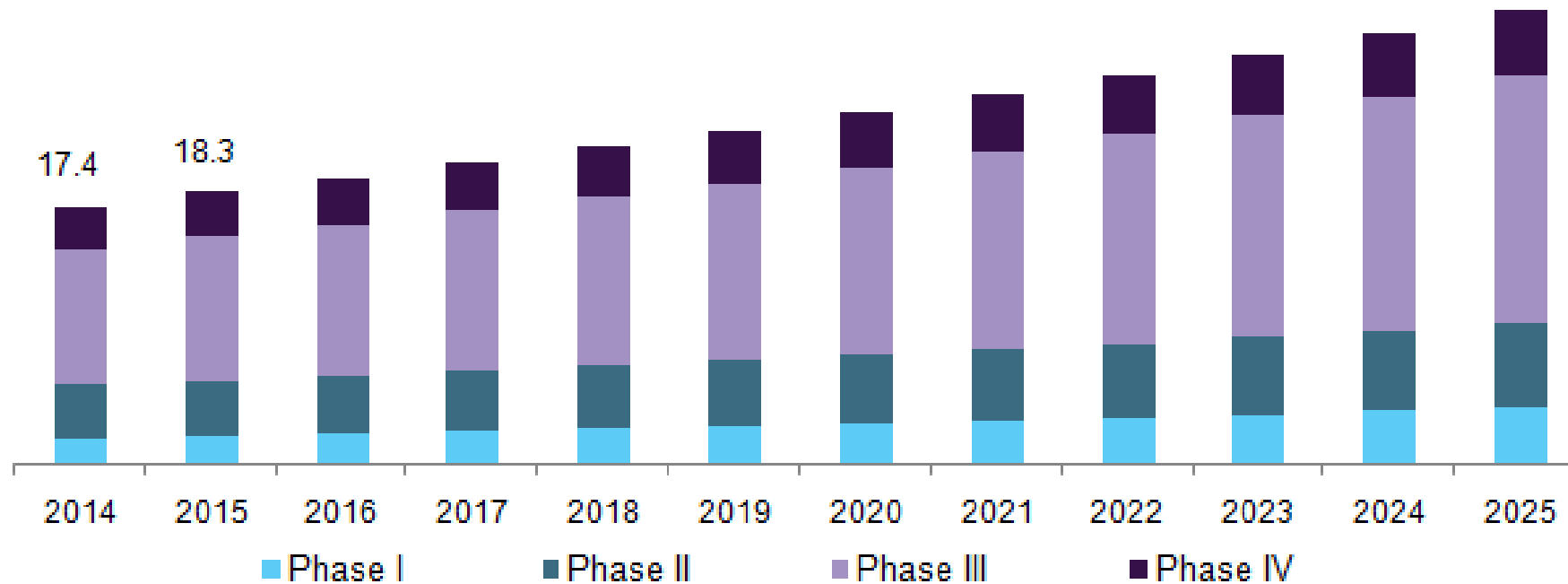
Hiring & Staffing Trends

A photograph of an older Black man and a young Black boy playing chess. The man is leaning over the board, smiling and looking at the pieces. The boy is also smiling and looking at the pieces. They are both wearing blue and white striped shirts. The background is a blurred outdoor setting with greenery.

What's Driving All the Growth?

- Globalized studies, development of new treatments such as personalized medicine, expanding technology, and increased demand for CROs to conduct clinical trials
- Economic pressures to be more efficient and appease shareholders
- Technology is paving the way for growth by making trials more efficient.

U.S. clinical trials market, by phase 2014-2025 (USD Billion)



Who's Doing All the Work?

The Rise and Rise and Rise of CRO Hiring

- During the past five years, pharmaceutical and biotechnology companies have continued to downsize
- Sponsors continue to outsource to reduce costs & gain efficiencies, expertise, resources, global capabilities, technology
- CRO services now exceeds \$30 B with study monitoring (20%), Site management (22%) and data management (12%) making up the largest contracted services.
- The global clinical trial service market is predicted to reach \$64 billion by 2020.

Who's Doing All the Work?

CRO's Continue to Consolidate to Meet Demands

- Labcorp bought Covance; Chiltern bought Theorem, IMS bought Quintiles
- Global War for Talent
- Salaries increase across the board
- While turnover is at an all time high: 25% for CRAs, 22% for all positions
- Spurring hiring bonuses (65% of CROs) and retention bonuses (only 29% of CROs)

Who's Being Hired?

- Worker Bees!
- ACRP white paper: 10,000 CRAs needed.
- All Clinical Operations functions with an emphasis on Project Managers, Data Managers and Lead CRAs.
- Larger CROs have some very specific and narrowly focused positions
- Sponsors hiring managers to oversee CRO outsourced programs

How Do We Get Hired?

The Power of the Internet

- Indeed, LinkedIn and niche boards growing Employer web site postings
- Social Media
- Digital Job Fairs

Employee Networks & Referral Programs

- Most effective strategies for finding and retaining the best talent: “Birds of a Feather” (20% of all new hires)

Recruitment Intelligence – Big Data

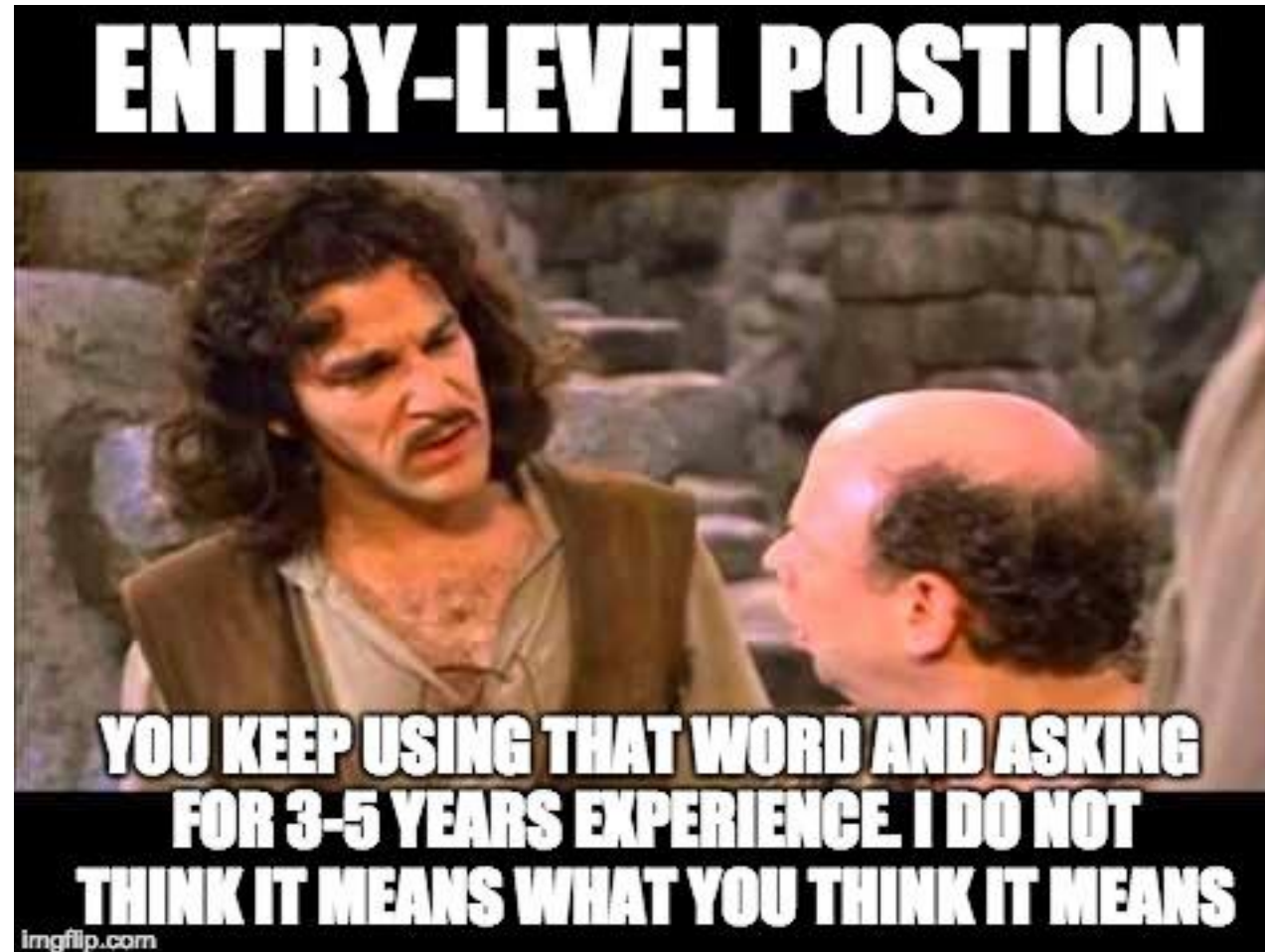
- Using data analytics to identify and recruit talent based upon more precise targeting and availability

The Rise of Independent Contractors to meet resourcing demands

(1 in 6 is now a contingent worker)

A photograph of an older Black man and a young Black boy playing chess outdoors. The man is wearing a blue and white striped polo shirt and is looking down at the chess pieces. The boy is wearing a light blue shirt and is smiling broadly, looking up at the man. They are both holding chess pieces. The background is a blurred outdoor setting with greenery. The entire image is overlaid with a semi-transparent blue filter.

Ramping Up Your Career



You're the Navigator!

- Is Clinical Research your passion? If not, get out.
- Think of your Career as a Brand
 - Get feedback from others
 - What is your *Professional Identity*?
 - Establish goals
 - Develop an on-line presence
 - Build your network (colleagues, recruiters, etc)
 - Become a subject matter expert

Most Common Employer Complaints

1. A lack of flexibility or initiative
2. Failure/resistance to adapt to new technology
3. Lacking vision, can't see the whole picture as it relates to running a clinical trial
4. Poor communication skills/follow through
5. Late or sloppy deliverables

Most Common Roadblocks to Success

1. Fear: Our worst enemy
2. Taking the easy road: Complacency is a career killer
3. Lack of perseverance: Keep working towards your goals
4. Pessimism: You can achieve what you believe
5. Lack of accountability: Accept responsibility for your actions
6. Hanging out with the wrong crowd
7. Lack of vision: no planning for the future

Simple Solutions

- Become visible. “How can I help?”
- Adapt/overcome: Be open to new methods, technology; Set yourself apart
- Empathize. Learn to understand the roles & situation of the people around you
- Communicate efficiently and effectively
- Deliver a quality product on time, whether it is a trip report or site regulatory packet

Simple Solutions

- Develop a plan!
 - Focus on the big picture – keep goals in line
- Propel yourself forward
 - Find a mentor
 - Online resources are plentiful
- Take a risk!
- Project confidence. “Lean in”
- Keep your online profile professional & current
- Obtain continuing education & training
- Return to your plan again & again & again
- Find opportunities for growth in your organization

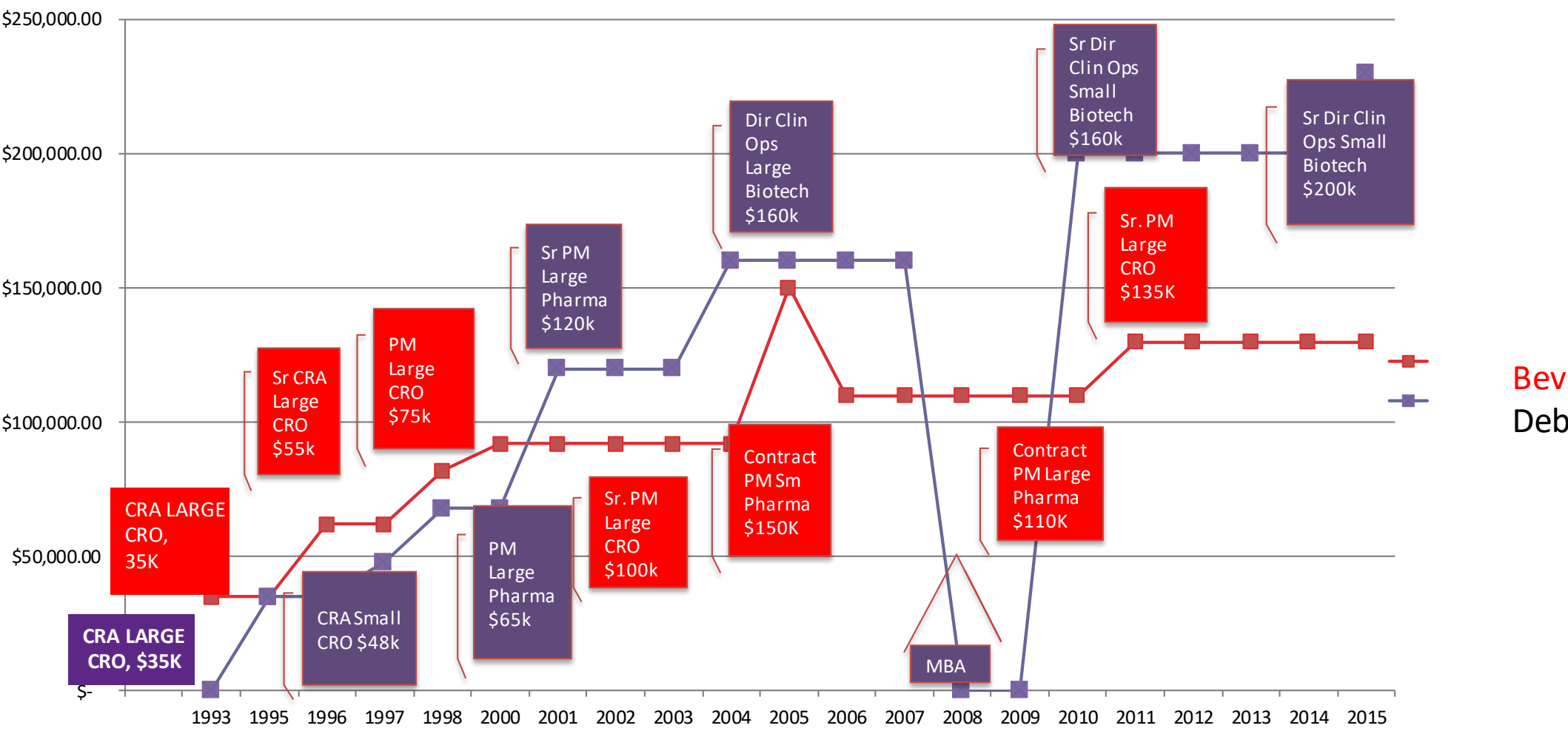
Career Rewards & Pitfalls

A photograph of an older man and a young boy playing chess outdoors. The man, wearing a blue and white striped polo shirt, is leaning over the chessboard, smiling as he moves a piece. The boy, wearing a light blue shirt, is also smiling and looking at the chess pieces. The background is a blurred outdoor setting with greenery and a body of water. The entire image is overlaid with a semi-transparent blue filter.

Career ROI

- Why Should You Care about your Career Growth?
 - #1 single largest investment you will ever have is You
- Get a degree/certified
 - Even entry level jobs in the industry require at least a Bachelor's degree
 - Get certified, the industry is moving towards making clinical research a career, certification looks good on your resume and shows you are keeping up with industry regulations.
 - Get a Master's Degree, while often not required, it sets you apart from competitors
- Pay it Forward

Case Study



Summary/Close

Objectives Met:

- Provide an overview on industry hiring trends and how you fit into the big picture
- Common roadblocks to advancing your career
- Building blocks for success

References

- Maltby, J. (2018, January 08). Personal Branding - The Key to an Epic Career – Personal Branding – Medium. Retrieved from <https://medium.com/your-brand/personal-branding-the-key-to-an-epic-career-559fae3b32c2>
- Winkler, B. (2013, March 13). What Is Your Personal Career ROI (Return On Investment)? Retrieved from <https://www.people-results.com/what-is-your-personal-career-roi-return-investment/>
- Clinical Trials Market Size, Share, Growth, Analysis Report, 2018-2025. (n.d.). Retrieved from <https://www.grandviewresearch.com/industry-analysis/global-clinical-trials-market>

Material

Career Advancement

- <http://www.forbes.com/sites/northwesternmutual/2014/07/10/investing-in-your-life-7-simple-ways-to-advance-your-career/>
- <http://money.usnews.com/money/blogs/outside-voices-careers/2012/06/27/9-ways-you-must-invest-in-your-career>
- <http://www.quintcareers.com/career-investing/>
- <http://leanin.org/>
- <http://www.careercast.com/career-guidance>

Good Reads

- Lean In: Women, Work, and the Will to Lead by Sheryl Sandberg
- The Fred Factor: How Passion in Your Work and Life Can Turn the Ordinary into the Extraordinary (Hardcover) by Mark Sandborn
- Career Distinction: Stand Out by Building Your Brand by William Arruda, Kirsten Dixon
- Nice Girls Don't Get the Corner Office: 101 Unconscious Mistakes Women Make That Sabotage Their Careers by Lois P. Frankel
- Me 2.0: Build a Powerful Brand to Achieve Career Success Paperback – March 31, 2009 by Dan Schawbel

Instruction

- Association Education: ACRP:
<http://www.acrpnet.org/MainMenuCategory/Education.aspx>
- SOCRA: <http://www.socra.org/certification/certification-program-overview/introduction/>
- George Washington, Drexel, Walden, Campbell Universities, amongst others – Master's and Bachelor's Programs in Clinical Research Administration
- Some local schools offering clinical research programs, i.e. Durham Tech
- Barnett International: <http://www.barnettinternational.com/>

Questions

Thank you!
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