Building Your Professional Persona

Ann Almgren, Lawrence Berkeley National Laboratory

A.J. Brush, Microsoft

Lydia Tapia, University of New Mexico

CRA-WP
Computing Research Association
Widening Participation

Ann Almgren

Education:
- UC Berkeley , Ph.D. 1991
- Harvard Univ., BA   1984

Research Areas: CFD, HPC

Career
- LBNL: 1996-present
    - Staff Scientist → Senior Scientist
    - Staff → Group Lead → Dept Head

- LLNL: 1992-1996

Family and Fun
- Kids (5) & Grandkids (2) & Dogs (2)

A.J. Brush

Education:
- University of Washington, Ph.D. 2002
- Williams College, BA 1996

Career
- Microsoft: Microsoft Research for 12 years, 4 years on Cortana product
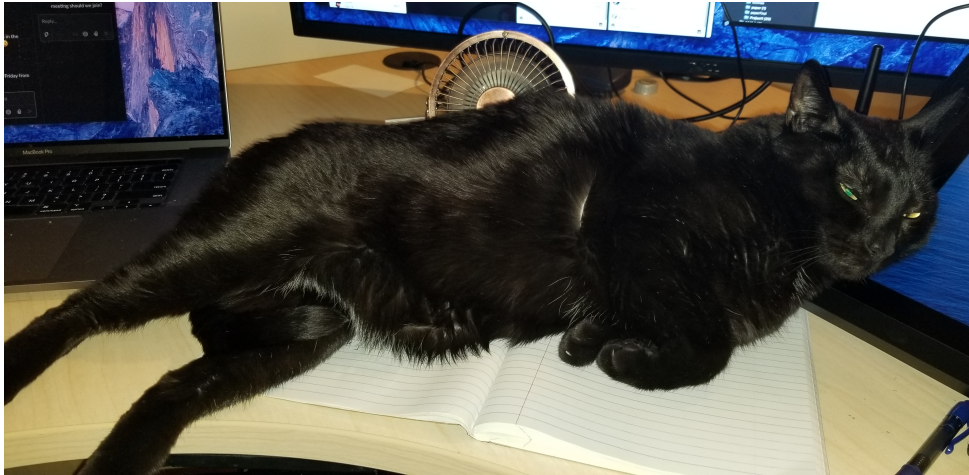- Research areas: HCI, Ubicomp,

Family and Fun
- Kids: Colin (20), Ryan (17)
- Hobbies: Exercise, Reading, Travel

Lydia Tapia

Education:
- U. of Texas, Austin, Post Doc, 2011
- Texas A&M, Ph.D., 2009

Career
- University of New Mexico, Asst-Assoc Prof, Incoming Chair
- Areas: Robotics and Computational Biology (motions)

Family and Fun
- Family: Iliana (12), husband
- Nature streams

CRA-WP
Computing Research Association
Widening Participation

Why?

Or can't you just do good work and be noticed?

Or, I'm a computer scientist and don't like to be noticed…

First Things First!

- The number one most important thing in your professional life should be that you are good at what you do

- But that's not enough ... hence the rest of this talk

Why isn't that enough?

Accomplishment does not == recognition

Accomplishment + visibility = recognition

- Job / promotion opportunities

- Invitations to speak, participate, collaborate

- Award nominations

- Media opportunities

- Opportunity for leadership … become the person whom others are now trying to impress

Online Persona

How to get started...

Put It Online

Have you just met someone who might want to follow up with you?

Is someone looking for a speaker? Project member?   New colleague?

CRA-WP
Computing Research Association
Widening Participation

For Better or Worse, Your Online Presence == the "You" they see

For Better or Worse, Your Online Presence == the "You" they see

People **will** search for you online

For Better or Worse, Your Online Presence == the "You" they see

People **will** search for you online

- If they can't find you
  - maybe you're not worth the trouble to track down? That invitation to speak will go to someone who can be found ...

- If what they find reflects badly on you:
  - Your online presence is completely out of date?
  - Your web page is embarrassing?   Maybe they'll think twice about asking you to speak
  - Your web page is underwhelming?
        Best case scenario – you don't care about your image
        Worst case scenario – you aren't worth the risk

CRA-WP
Computing Research Association
Widening Participation

What should your online presence look like?

- Up-to-date CV or bio or LinkedIn or…
- Research interests
- Work Products
  - Publications
  - Software
  - Patents
  - …
- Teaching materials
- Media coverage, photos, awards

What shouldn't your online presence look like?

- Obviously offensive comments / pictures / etc

- Beyond that … ?

What shouldn't your online presence look like?

- Obviously offensive comments / pictures / etc

- Beyond that … ?

It is up to you what to share – and there is no right answer for how much you share.

Exercise: Assess your Professional Persona

- Does your perception of yourself match how others perceive you?

- Does your professional persona serve you well?

- Does your professional persona match your specific goals?

- Are you seeing a return on your investments?
  - Recognition: Credibility, expertise, knowledge, visibility
  - Influencing others
  - New opportunity

Concluding Remark: When to develop a Professional Persona?

The right time to get to this is…

NOW!

Start a checklist and put recurring appointment on your calendar to revisit every quarter (reward yourself for doing it)

Activity:

1) Switch names with a partner

2) Search for their (choose one): LinkedIn, Google Scholar and/or webpage

3) Give feedback on each other (10 min)

Reputation

Think well of me after we interact.

The Best and Worst Advice

When you're assigned/volunteer for something, do the best job you can do on it…

What type of professional persona are you going for?

I'm a Computing Researcher Working in *X*

Do you spend time on it?

- Paper Reviews?   YES! (Seen by experts in the field)

- Elevator Pitch?   YES! (Needed for networking)

- Student Conference?   Only as much as needed!
  Not what I want to be known for

- Paper Submissions? YES! (Needed for progress, etc.)

- Outreach Events? When I can!
  Need time to build your own
  professional persona too!

CRA-WP
Computing Research Association
Widening Participation

ACTIVITY: Put it in writing

I'm a Computing Researcher Working in *X*

What do you want to spend time on for your professional reputation?

Wrap up and Questions