

Advanced LinkedIn Workshop



Jeff Gotro, Ph.D., CMC®

President, InnoCentrix, LLC

www.innocentrix.com

Email at jgotro@innocentrix.com

Presentation Outline

- LinkedIn overview
- Profile basics & break-out session to work on profiles
- Profile optimization: the 5 places you must have your keywords & break-out session
- LinkedIn Share Button (really cool!)
- Company Pages (new format)
- Endorsement Feature
- LinkedIn Groups
- *Bonus tips!*

Poll

How many have a LinkedIn profile?

How many have a Company page?

How many have gotten referrals, introductions via LinkedIn?

How many landed business (paid clients) using LinkedIn?

How many have the LinkedIn Share button on their website/blog?

How many run a Group?

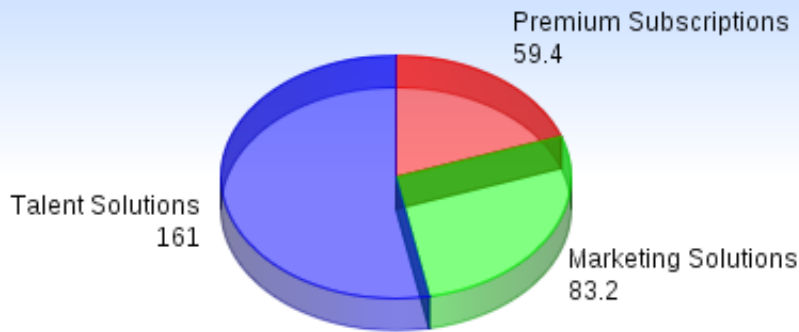
Why You Should Pay Attention

- Launched in May, 2003 in Mountain View, CA
- 2,900 employees, revenue was \$973 million in 2012
- *200 million+ users* around the world
- 2 new users per second on a global basis
- *5.3 billion* searches in 2012
- 7,610 searches per minute
- 2.4 million companies have LinkedIn Company Pages
- 74% of LinkedIn users have at least a college degree or better
- 82 of the Fortune 100 use LinkedIn for *recruiting/hiring*

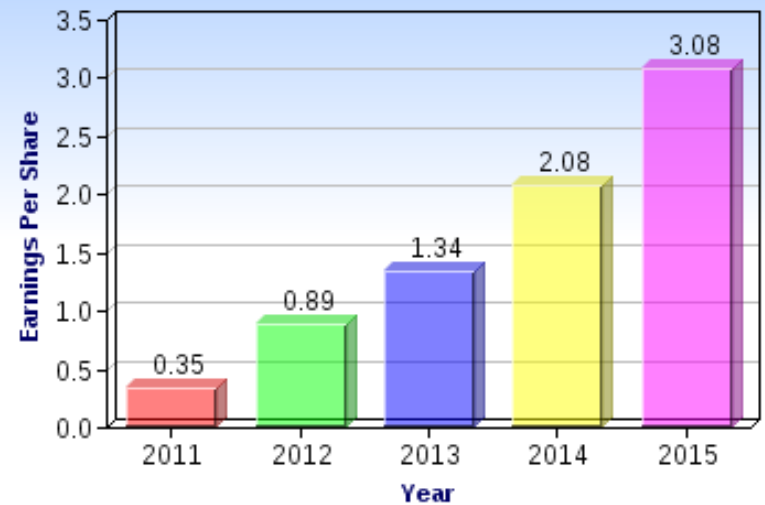


LinkedIn's Impressive Growth

4Q Revenue Distribution (in millions of \$)



LinkedIn's Projected Earnings Growth



TD Ameritrade

Do I have your attention yet?

Your Target Market Is on LinkedIn

- With over 200+ million users, *your potential clients are on LinkedIn*
 - *4 million users in Information Technology & Services*
- Best place to:
 - Showcase your skills and expertise (profile)
 - Showcase your company (company pages)
 - Find potential clients (advanced search and groups)
 - Interact with your potential targets (groups)
- Two approaches:
 - Passive
 - Active (don't have time to cover today)

Interesting Tid Bit Just for Fun

- I am member # 3,641,822 out of over 200 million +
- One of the first 2% to join
- What the heck, how did I know that?
- Click on view profile
- Look in the LI URL



Your Profile

- Builds your credibility
- Should be interesting to the reader
- Tells the reader exactly what you do and how you made a difference (provided value to clients/employers)
- Carefully craft to be “keyword rich” for your particular field (search optimization)
- Links to your:
 - Company website(s)
 - Blog
 - Twitter (I don’t use, but many may find this useful)

More on Profiles

- Must have a professional picture!
 - I had mine done at a professional photographer
 - You can use a good digital camera, choose a neutral background and take a smiling picture
 - Don't use a picture with your dog, climbing Mount Everest (might be something interesting to discuss in your profile), etc.
 - Should be closely cropped to show just your head (i.e. headshot)

Profile Header

- Most valuable piece of “real estate” on your LinkedIn profile
- Don’t use a job title under your name
- Tell people how you provide value:
 - Mine is; Polymer Consultant and Innovation expert enabling clients to “turn polymer science into profits”
 - Another good one is “Delivering solutions with extraordinary results in the medical products market”

Profile Header – Value Statement

LinkedIn Go to LinkedIn Ads » 166 2 Jeff Gotro, Ph.D., CMC Add Connections

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Specialize: Forensic Sci. - Learn to lead forensic labs and crime scene investigation teams. Online MS.

Jeff Gotro, Ph.D., CMC

Polymer Consultant and Innovation Expert enabling clients to "turn polymer science into profits."

Orange County, California Area | Management Consulting

Current	InnoCentrix, LLC, PolymerWebinars.com
Previous	Ablestik Laboratories (now part of Henkel NA), Honeywell, AlliedSignal Laminate Systems
Education	Northwestern University

[Improve your profile](#) [Edit](#)

500+ connections

www.linkedin.com/in/jeffgotro/ [Contact Info](#)

People You May Know

< >

thompson jiang 2nd
Manager at Tong Hsing Electronic Ind.
[Connect](#) • 2

LinkedIn Talent Solutions

**Transform your hiring,
transform your company**

Find Contact Info

The screenshot shows the LinkedIn profile of Jeff Gotro, Ph.D., CMC. The profile includes a header with navigation links (Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, More), a search bar, and a banner for 'Specialize: Forensic Sci.'. The main profile section features a profile picture, name, title, and current/previous employers. A red circle highlights the 'Contact Info' button in the bottom right corner of the profile section.

Jeff Gotro, Ph.D., CMC
Polymer Consultant and Innovation Expert enabling clients to "turn polymer science into profits."
Orange County, California Area | Management Consulting

Current: InnoCentrix, LLC, PolymerWebinars.com
Previous: Ablestik Laboratories (now part of Henkel NA), Honeywell, AlliedSignal Laminate Systems
Education: Northwestern University

[Improve your profile](#) [Edit](#) [500+ connections](#)

Email: jgotro@innocentrix.com

Websites: [InnoCentrix, LLC](#), [Polymer Innovation Blog](#), [PolymerWebinars.com](#)

www.linkedin.com/in/jeffgotro/ [Contact Info](#)

Breakout Session

- Login to your LinkedIn account and go to Edit Profile
 - Change your header to include a value statement
 - Customize your website names
 - Shorten your public profile URL
- Homework assignment; if you don't have a professional headshot, then get one.

Profile Keyword Optimization Roadmap

- Pick your 1, 2, or 3 keywords (use Google keyword tool)
- Place your keywords in the following 5 places:
 1. Headline
 2. Current experience (job title)
 3. Past experience (job title)
 4. Summary
 5. Specialties
- Make the keywords flow and be part of your story
- I used three keywords


If there is only 1 thing you take away from today, this is it!

Profile Header Has My 3 Keywords

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Home Profile Contacts Groups Jobs Inbox Companies News More People Search... Advanced

Specialize: Forensic Sci. - Learn to lead forensic labs and crime scene investigation teams. Online MS.





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Orange County, California Area | Management Consulting

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Previous Ablestik Laboratories (now part of Henkel NA), Honeywell, AlliedSignal Laminate Systems
Education Northwestern University

Improve your profile Edit 500+ connections

www.linkedin.com/in/jeffgotro/ Contact Info

People You May Know

    < >


thompson jiang 2nd
Manager at Tong Hsing Electronic Ind.
Connect • 2

LinkedIn Talent Solutions

Transform your hiring, transform your company

Keywords; polymer, innovation, expert

Summary is Keyword Rich


 Go to LinkedIn Ads » 166

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Background

 Summary

Polymer Consultant

If you run a business where polymer challenges are holding you back from the results you want, then we should talk. As a polymer consultant, I work with clients to improve their business results by solving complex technical polymer problems, assisting with new product development, defining new business opportunities, and implementing robust Intellectual Property (IP) process and strategies. I am an expert in thermoset polymers (epoxy adhesives, laminates, coatings).

Innovation Consultant

If you need a proven leader to take ideas from the lab to full commercialization, contact me. My passion is identifying new polymer technologies, developing technology platforms, and enabling robust new products through the use of product architectures and launching profitable new products. Over my career, I have led the commercialization of over \$80 million in new products. I understand the unique challenges in product development and commercialization.

New Business Development

Do you have a polymer technology that could serve adjacent markets, but don't know how to enter? Working with several clients, I have identified profitable new markets for their polymer technology, identified market entry strategies, and additional new revenues streams.

Polymer Trainer

Does your team need customized training in polymers? Over the years I have developed extensive technical expertise in polymers and love to share and help others expand their polymer knowledge. At PolymerWebinars.com we provide customized training via webinars, onsite short courses, and blended learning (onsite, webinars, coaching). Using highly effective webinar software platforms, training comes right to your office or business, no travel, no hassles!

Expert Witness and Litigation Consulting in Polymers

I provide expert witness and litigation consulting for cases involving:


- Product liability
- Patent infringement
- Material selection and fitness for use


Who's Viewed Your Profile


6 Your profile has been viewed by 6 people in the past 1 day.


28 You have shown up in search results 28 times in the past 1 day.


People Also Viewed


**Bruce Prime**
Thermal Analysis, Thermosetting Polymers


**JoAnne Moody**
Adhesives, Coatings, and Materials Science Consultant / SME Conference Chair "The New Industrial Revolution"


**Gavin Braithwaite**
VP Research at Cambridge Polymer Group

**Irving Chien, PhD, MBA**
Polymer Scientist - Technical Leader

**Ashok Adur, Ph.D.**
Plastics/Polymer/Innovations Consultant; Product, Business & Strategy Development; Optimization of IP, Cost & Resources

**Svetlana Contrada**
Product Development Manager at Berry Plastics

**Yuri Svirkin**
Research Scientist at Cambridge Polymer Group

**Terry Hogan**
Senior Research Associate - Academia Coordinator at Bridgestone

Summary Tip

Make it easy for readers to tell what you do!



Summary

Polymer Consultant

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JoAnne Moody

Adhesives, Coatings, and Materials Science Consultant / SME Conference Chair "The New Industrial Revolution"



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Svetlana Contrada

Product Development Manager at Berry Plastics



Yuri Svirkin

Research Scientist at Cambridge Polymer Group



Terry Hogan

Senior Research Associate - Academia Coordinator at Bridgestone

Keywords in Specialties & Current Job Title

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PolymerWebinars.com we provide customized training via webinars, onsite short courses, and blended learning (onsite, webinars, coaching). Using highly effective webinar software platforms, training comes right to your office or business. no travel, no hassles!

Expert Witness

I provide expert witness and litigation consulting for cases involving polymers:

- Product liability
- Patent infringement
- Material selection and fitness for use

Specialties:- Specialty in polymer physics and thermosetting polymers

- Expert in polymers used in electronic applications
- Consulting in bioplastics/biopolymers
- Expert in new product development and technology delivery
- Polymer Technology Platform development
- Product Architectures
- New Business Development
- Intellectual property management (polymers)
- Certified Black Belt in Design for Six Sigma (DFSS)
- Technical polymer problem solving
- Expert witness and litigation consulting

Experience

President and Polymer Innovation Expert
InnoCentrix, LLC
September 2008 – Present (4 years 8 months) | Rancho Santa Margarita, CA

How profitable is your polymer technology?

InnoCentrix provides a wide range of consulting services to growth oriented companies that use polymers to gain a competitive advantage. We have a skilled team of technical consultants with specialties in high performance polymers that are used in formulated products such as adhesives, composites, laminates, prepreps, encapsulants, coatings, filled polymers, and high performance thermoplastics. Our management consultants have extensive experience leading new product development and new business development, adding profitable new revenue streams for new or existing products.

Our proven consulting services turn obstacles into opportunities:

- Improve business performance by solving complex polymer problems that may be negatively impacting performance
- Improve profitability by developing new/ improved polymer products faster and with nearly zero defects
- Leverage your R&D investment by developing new polymer technology and new product platforms, not just single products
- Develop new revenue streams by adapting your existing polymer products or technologies for new markets or applications
- Evaluate polymer sustainability and environmental impact using Life Cycle Assessment and the Principles of Green Chemistry Design

People You May Know

Charles Davis 3rd
Senior Technology Staff Member at IBM
Connect

ADS BY LINKEDIN MEMBERS

Executive Dashboard
Get The Full Story Behind The Numbers. No More Emails. Just Straight Data.

Get Listed
Get Listed in ExpertPages
Connecting attorneys to experts in over 400 fields since 1995

Cold Calling is Dead
Get up to date background and contact information on 65M b2b prospects

Keywords in Past Experience

LinkedIn Account Type: Business 145 Jeff Gotro, Ph.D., CMC Add Connections

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If you have a problem with thermoset polymers like curing, cure chemistry, thermoset characterization, flow and rheology, or measuring mechanical properties, we can provide the training/coaching you need to solve even the most complicated problems. Thermoset University (a part of PolymwerWebinars.com) provides both core curriculum and elective webinars along with customized short course training programs focused exclusively in Thermosets..

VP of Technology (Polymers and Innovation)
Ablestik Laboratories
Public Company: 201-500 employees; Semiconductors industry
2005 – 2008 (3 years)

Ablestik is the global market leader providing advanced polymer adhesives and specialty materials for electronic applications. Led 130 person R&D and applications engineering staff

Recognized polymer technology shift in core business, top-graded the R&D and engineering groups, established management team, added 9 Ph.D. level strategic formulation scientists and 5 top-tier engineers to meet new polymer technology requirements and improve innovation

Led the commercialization of more than 30 new polymer-based products in 2007 leading to multimillion dollar revenues in the first year of sales leading to multiple corporate innovation awards

Established R&D Laboratory in Shanghai, China in 2006 to eable innovation close to customer-base, commercialized three new products with nearly a million dollars first year sales in 2007

Improved new product innovation profitability by reducing formulation complexity, simplified manufacturing and supply chain. Provided differentiated polymer-based products that lowered customer total cost-of-ownership commanding a premium selling price with increased profitability.

Jeff has 7 recommendations (3 reports, 4 co-workers) including:

- 1st Jeff Leon, Business Scientist, Ablestik
- Mark Dydyk, Operations Manager, Ablestik Laboratories

Director of Research, Development & Innovation (Polymers)
Ablestik Laboratories
Public Company: 201-500 employees; Semiconductors industry
2002 – 2005 (3 years)

Increased new product commercialization effectiveness by providing tools, process, and sustainability:

Facilitated Design for Six Sigma training for all polymer scientists, chemists, and applications

Michael brings to all of his work a keen...
Raj Peddi, Global Applications Engineer, Henkel Corporation/Ablestik Laboratories
Raj was an applications engineer on several of my...
See all Recommendations »

Viewers of this profile also viewed...

- Bruce Prime
Thermal Analysis, Thermosetting Polymers
- Ashok Adur, Ph.D.
Plastics/Polymer/Innovations...
- Craig Borkowski
Global Marketing Director at Momenive...
- Peter Anthony Matturri
Vice President of Operations
- Andy Hilley
Director Global Business Development at...
- Keith Fahnestock
Materials Engineer
- Pravin Chaudhary
Product Development Manager Automotive...
- Kaan Gunes
PhD in Polymer Engineering, PMP, 6σ...
- Scott Hav

6 polymer
keyword
placements

Search on Polymers

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SEARCH 252 results for polymers Sort by Relevance Save search

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- People
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- Companies
- Groups
- Updates
- Inbox

Relationship

- ☒ All
- ☐ 1st Connections (47)
- ☐ 2nd Connections (212)
- ☐ 3rd + Everyone Else (40)

Company

- ☒ All
- ☐ Stepan Company (30)
- ☐ Ascend Performance ... (30)
- ☐ LyondellBasell (17)
- ☐ Jacobs (14)
- ☐ Westlake Chemical (13)
- + Add

Location

- ☒ All
- ☐ United States (252)
- ☐ Houston, Texas Area (60)
- ☐ Greater Chicago Area (25)
- ☐ San Francisco Bay Area (12)
- ☐ Greater New York City ... (11)
- + Add

Date Posted

Salary

Job Function

Sr. Polymer Scientist (Advanced Composite Polymers) ZipRecruiter Lake Forest-CA · May 22, 2013 Similar Save Job

Senior Process Engineer - Polymers/Petrochemical Bechtel Corporation Houston, Texas Area · May 17, 2013 13 people in your network · Similar Save Job

Business Developer- US Accounts Strategic Polymers, Inc. San Francisco Bay Area · May 13, 2013 2 people in your network · Similar Save Job

People for polymers

- Jeff Gotro, Ph.D., CMC YOU Polymer Consultant and Innovation Expert enabling clients to "turn poly...
- Terry Hogan 2nd Senior Research Associate - Academia Coordinator at Bridgestone
- Rama Chandran 1st President at RSC Consulting

Mechanical Engineer Strategic Polymers, Inc. San Francisco Bay Area · May 13, 2013 2 people in your network · Similar Save Job

Product Manager/Field Applications Engineer Strategic Polymers, Inc. San Francisco Bay Area · May 13, 2013 2 people in your network · Similar Save Job

Companies for polymers

- Pluss Polymers Research · 11-50 employees
- Mallard Creek Polymers, Inc. Chemicals · 51-200 employees
- Regain Polymers Ltd. Plastics · 51-200 employees

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What is Technology... To most Americans, technology is balm, blanket and buoy line to the rest of the world. We commune with facebook buddies, read targeted posts on Reddit or do a self-EKG a...

How to make a less creep... Disney's research arm has solved a problem that you probably didn't even know robots have — their inability to accept objects from people in a natural way. The Disney Research team, workin...

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SEARCH 134,471 results for polymers Save search ⚙

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More...

Relationship ▲

☒ All
☐ 1st Connections (146)
☐ 2nd Connections (12041)
☐ Group Members (19927)
☐ 3rd + Everyone Else (107611)

Location ▲



☒ All
☐ United States (54294)
☐ India (14801)
☐ United Kingdom (7903)
☐ Brazil (4826)
☐ Netherlands (4818)
 + Add

Current Company ▲

☒ All
☐ The Dow Chemical ... (1868)
☐ BASF (1423)
☐ DuPont (1221)
☐ SABIC (1077)
☐ DSM (496)
 + Add

Industry ▼

Past Company ▼

Jeff Gotro, Ph.D., CMC  
 Polymer Consultant and Innovation Expert enabling clients to "turn polymer science into profits."
 Orange County, California Area · Management Consulting
 Similar · 500+
 Current: Founder and Chief Webinar Architect at PolymerWebinars.com
 ...: 1) Live online webinars in **polymers** (plastics... **polymers** like curing, cure chemistry, thermoset...

Terry Hogan 2nd
 Senior Research Associate - Academia Coordinator at Bridgestone
 Cleveland/Akron, Ohio Area · Research
 1 shared connection · Similar
 Past: Section Manager - Polymer Synthesis at Bridgestone
 ...is to develop new **polymers** for improved properties... synthesizing new **polymers** and small molecules.

Rama Chandran 1st
 President at RSC Consulting
 Greater New York City Area · Chemicals
 72 shared connections · Similar · 299
 Past: Divisional VP, Global Shared Research at National Starch&Chem...
 ...**Polymers**. Organization development and change... , Electronic Materials and Specialty **polymers**.

Paul Petersen 1st
 Senior Global Director, Texture & Nutrition at Ingredient
 Greater New York City Area · Food & Beverages
 34 shared connections · Similar · 418
 Past: Senior Project Supervisor at National Starch & Chemical Company
 ...and performance of both natural and synthetic **polymers**... technology such as star **polymers** and self...

Jeremy Intemann 2nd
 Postdoctoral Research Associate at the University of Washington
 Greater Seattle Area · Higher Education
 1 shared connection · Similar
 Current: Performing research in the Alex Jen research... new semiconducting **polymers** for use as electron...

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 One of the greatest challenges facing many biotech startups, particularly in their earliest phases, is planning for the potential massive quantities of data that are generated by modern la...

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SEARCH 12,210 results for polymer consultant Save search

Advanced >

All
People
More...

Relationship

- ☒ All
- ☐ 1st Connections (25)
- ☐ 2nd Connections (1205)
- ☐ Group Members (1583)
- ☐ 3rd + Everyone Else (9938)

Location

- ☒ All
- ☐ United States (5832)
- ☐ United Kingdom (1104)
- ☐ India (778)
- ☐ Canada (523)
- ☐ San Francisco Bay Area (489)
- + Add

Current Company

- ☒ All
- ☐ DuPont (67)
- ☐ Accenture (45)
- ☐ IBM (40)
- ☐ The Dow Chemical Co... (37)
- ☐ SABIC (32)
- + Add

Industry

Past Company

School

Profile Language

Groups

Years of Experience

Results:

- Jeff Gotro, Ph.D., CMC** 1st
Polymer Consultant and Innovation Expert enabling clients to "turn polymer science into profits."
Orange County, California Area · Management Consulting
Similar · 500+
- Sunny Wang** 1st
Senior Consultant at Hays M&O - Chemical and Mechanical
Shanghai City, China · Staffing and Recruiting
1 shared connection · Similar
- Kapeeshwar Krishana (Kapeel)** 1st
Your partner in Science, Technology and Business
Greater Boston Area · Nanotechnology
3 shared connections · Similar · 475
Past: Post Doctoral Research Fellow at Harvard University
Research on ordered aggregation of colloidal polymer particles in a mixture of charged and neutral...
Current: Consultant at Big Data Architects
- Bruce Prime** 1st
Thermal Analysis, Thermosetting Polymers
San Francisco Bay Area · Plastic
25 shared connections · Similar · 139
Summary: I have teamed up with Jeff Gotro to form... the years, we decided to give back to the polymer...
Current: Consultant, principal at primethermosets.com
- Jeff Carter** 1st
Polymer Consultant at Jeff Carter Consultancy
Cleveland, United Kingdom · Chemicals
13 shared connections · Similar · 57
- Todd Menna** 1st
Engineering Manager at Element Materials Technology
Greater Milwaukee Area · Mechanical or Industrial Engineering
2 shared connections · Similar · 336
Summary: ...polymer solutions, mechanical properties... properties of materials, polymer processing...
Past: Senior Staff Consultant at Packer Engineering
- Roupen Keusseyan** 1st
Consultant Materials in electronics, energy, automotive, telecom, displays, lighting, defense and other applications.
Greater San Diego Area · Research
23 shared connections · Similar · 266
Past: R&D Manager Solar Materials at Ferro Corporation

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Two of my team members show up high in the search

Search on Polymer Expert Witness

The screenshot shows a LinkedIn search results page for the query "polymer expert witness". The search bar at the top is circled in red. The page displays 304 results. On the left, there are filters for People, Relationship, Location, Current Company, and Industry. The main results list includes profiles for Jeff Gotro, Malcolm J. Kaus, Ken Gilleo, Ashok Adur, and Tom Bezigian, each with their current role and a brief description of their expertise in polymer science and litigation support. A sidebar on the right contains a "Content Loop" with articles about Google Glass and Big Data, and a "Capgemini" logo at the bottom.

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SEARCH 304 results for polymer expert witness Save search ⚙

Advanced >

All
People
More...

Relationship ▲

☒ All
☐ 1st Connections (2)
☐ 2nd Connections (73)
☐ Group Members (76)
☐ 3rd + Everyone Else (192)

Location ▲

☒ All
☐ United States (236)
☐ United Kingdom (29)
☐ Houston, Texas Area (20)
☐ Greater Boston Area (15)
☐ Greater Chicago Area (14)
+ Add

Current Company ▲

☒ All
☐ Chemir - EAG (4)
☐ University of Southern ... (3)
☐ Engineering Systems Inc. (3)
☐ The Dow Chemical Co... (2)
☐ Intertek (2)
+ Add

Industry ▼

Jeff Gotro, Ph.D., CMC **in** **you**
Polymer Consultant and Innovation Expert enabling clients to "turn polymer science into profits."
Orange County, California Area · Management Consulting
Similar · 500+
Current: President and Polymer Consultant at InnoCentrix, LLC
How profitable is your polymer technology?... · Provide Expert Witness litigation support for your...

Malcolm J. Kaus, PhD, MBA, CLP **2nd**
Independent Consultant
Houston, Texas Area · Management Consulting
2 shared connections · Similar
Current: Independent Consultant at Malcolm J. Kaus
...and patent litigation); have served as an expert witness in Federal Court.

Ken Gilleo **1st**
Special Projects Volunteer at Volusia County Sheriff's Office
Daytona Beach, Florida Area · Law Enforcement
27 shared connections · Similar · 430
Summary: General Technologist with PhD in organic/polymer... progress, 500 articles. Expert witness in patent...

Ashok Adur, Ph.D. **2nd**
Plastics/Polymer/Innovations Consultant; Product, Business & Strategy Development; Optimization of IP, Cost & Resources
Cleveland/Akron, Ohio Area · Plastics
7 shared connections · Similar
Current: President & Consultant at Everest International Consulting (LLC)....
...and HFFR + Expert Witness in automotive TPO... Selection & Substitution, Polymer Compounding...

Tom Bezigian **2nd**
Principal Consultant at PLC Technologies
Syracuse, New York Area · Plastics
3 shared connections · Similar

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Breakout Session


- First take out a piece of paper and develop some keywords
 - If you know how to use the Google Adwords Keyword tool, go there and try a few to see how many searches for your keywords
 - <https://adwords.google.com/o/KeywordTool>
- In this breakout session, add them at least:
 - Headline
 - Job titles (current and past)
- Look at your Summary and Specialties:
 - Is it written in the first person?
 - Where can you incorporate your keywords?
- Homework: Optimize your Summary and Specialties

Leverage Updates

LinkedIn Go to LinkedIn Ads » 170 3 Jeff Gotro, Ph.D., CMC Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More Search... Advanced

Death of Consulting - Your Consultancy is Dead Unless You How To Get More Sales The Easy Way



Jeff Gotro, Ph.D., CMC
Polymer Consultant and Innovation Expert enabling clients to "turn polymer science into profits."
Orange County, California Area | Management Consulting
Current InnoCentrix, LLC, PolymerWebinars.com
Previous Ablestik Laboratories (now part of Henkel NA), Honeywell, AlliedSignal Laminate Systems
Education Northwestern University
Improve your profile Edit 500+ connections


www.linkedin.com/in/jeffgotro/ Contact Info

Activity

Collaborate, share an idea, or recommend an article...

Jeff Gotro, Ph.D., CMC is now connected to David Kinney - Business Strategist, President, The Kinney Group | Outsourced COO | Speaker
23 hours ago


Jeff Gotro, Ph.D., CMC



Polyethylene Furanoate (PEF): 100% Biobased Polymer to Compete with...
polymerinnovationblog.com • In our July 9, 2012 post we discussed the initiative driven by Coca Cola to develop bio-based plastics for beverage containers. The first phase of this massive project has resulted in the Plant Bottle™ which is made using bio-PET where the...
Like • Comment • Share • 1 day ago


Jeff Gotro, Ph.D., CMC endorsed your skills and expertise!

People You May Know



Jennifer Morgan 3rd
Manager, Operations at Local.com
Connect

LinkedIn Talent Solutions



Reason #1 to build an employer brand:
Reduce cost per hire by 50%
Build yours today
Free Playbook

Who's Viewed Your Profile

7 Your profile has been viewed by 7 people in the past 3 days.

14 You have shown up in search results 14 times in the past 1 day.

Profile Strength

All-Star

Strategic Approach to Updates

- Keeps your profile fresh and active
- Use it to publicize:
 - Blog posts
 - Recently published article, eZine, eBook
 - Teaching course, presentations, invited speeches
 - Attendance at technical or professional meetings
- Use Updates in a positive way (provide value) to showcase your expertise
- People comment about my activities. How do they know this?
 - Regular LinkedIn updates!

LinkedIn Share Button

- This is the *second most important* take-away today!

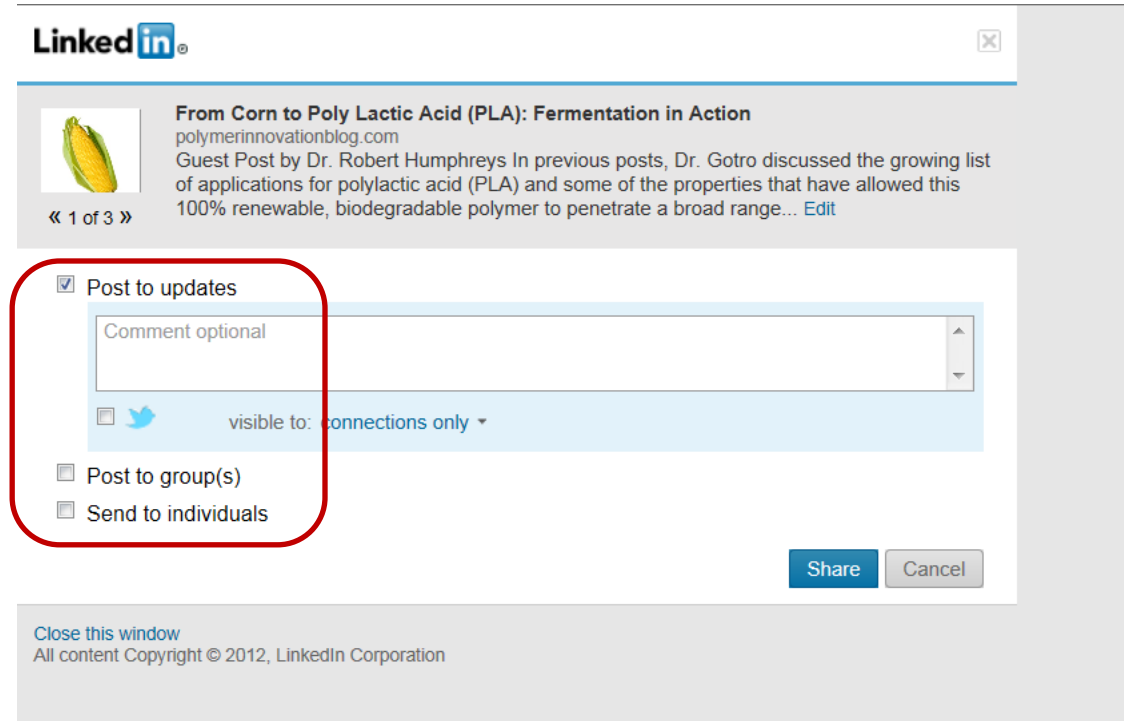


- Put on your blog, website, or other online presence
- Enables users (most importantly, you) to share your content easily with
 - Connections
 - Groups

How Does It Work?



- Go to the Website or blog and click the share button
- The following dialogue box appears:
- Choose:
 - Post to update
 - Post to Groups
 - Send to Individual
- Use this to share
 - Your content
 - Provide value to:
 - Groups
 - individuals



The screenshot shows the LinkedIn share dialog box. At the top, it says "Linked in". Below that, there's a thumbnail of a corn cob and the title "From Corn to Poly Lactic Acid (PLA): Fermentation in Action" from polymerinnovationblog.com. The text of the post is visible, mentioning a guest post by Dr. Robert Humphreys. Below the post preview, there are options to "Post to updates" (checked), "Post to group(s)", and "Send to individuals". There is also a "Comment optional" text box and a "visible to: connections only" dropdown menu. At the bottom right, there are "Share" and "Cancel" buttons. A red rectangle highlights the "Post to updates" option and the "Comment optional" text box.

Placement at Bottom of Each Blog Post

The energy yielding process that involves either of these two conversions is known as fermentation, which is the biochemical extraction of energy in the form of ATP from carbohydrates such as glucose in the absence of oxygen. For many microorganisms, fermentation is the principal energy producing process.

L-Lactic acid, then, is a product of fermentation of glucose. Industrial production of lactic acid by fermentation is an old technology, dating back to the late 19th century. As one might expect, the 21st century revolution in molecular and synthetic biology as well as industrial fermentation technology, driven by companies such as NatureWorks, has led to dramatic improvements in L-lactic acid production and isolation processes. Such improvements have resulted in lactic acid cost that helps make economic production of PLA possible.

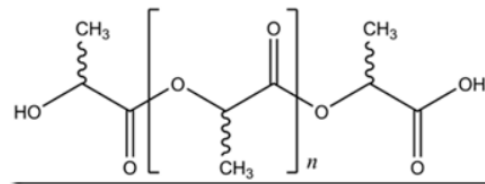
The next post will focus on the process for converting lactic acid to PLA.



{ 0 comments }

Poly Lactic Acid (PLA) is Gaining Traction in the Market

by JEFFREY GOTRO on SEPTEMBER 17, 2012



In our last post we discussed the growing market for biobased polymers and bioplastics (biopolymers compounded with

MARCH 2011

February 2011

January 2011

December 2010

November 2010

October 2010

September 2010

July 2010

- Use a WordPress plugin
- Under plugins just search for LinkedIn Share
- Install the WordPress plugin (really easy!)
- Or get the code on the LinkedIn site
- Put the code on the page where you want the button

Getting Share Button Code at LinkedIn



Adding a Share Button

How do I add the share button to my website?


Last Updated: 08/10/2012 [Report Answer Inaccuracies](#)

To create your share button:

1. Go to the [Build a Share Button](#) page.
2. Fill out the form.
3. Click **Get Code**.
4. Add the two lines of HTML to the page where you want the button to appear.

Learn more if [your share button doesn't display](#).

Share Button Strategy

- Find content you want to share with your
 - Connections
 - Groups
- Go to the website, blog, or other content site and look for the  (there are several versions to look for)
- Click the button and send useful information to your connections
- Remember **“Give before you receive!”**
- This is a super easy way to share great content

Share Button Works



- Used share button to push content into specific, targeted groups

The screenshot shows a LinkedIn group page for 'MS IT Project Management'. The page layout includes a top navigation bar with links like Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More. A search bar is also present. The main content area displays a post by Jason Zhou, a post by Yash Unfollow about 'Bio-PET Commercial Update @ Bioplastics, Las Vegas, March 4-6, 2013', and a post by Bert Gregory. On the right side, there is a section titled 'Top Influencers This Week' which is highlighted with a red rectangle. This section lists five individuals: Jeff Gotro, Ph.D., CMC; Yash Khanna; kumar Sankaran; Jagdish Patel; and Mohil Pandey, each with a profile picture and a blue bar representing their influence. Below this, there is a 'Group Statistics' section showing a bar chart for Director, Manager, and Entry levels, and a button that says 'CHECK OUT INSIGHTFUL'.

InnoCentrix Company Page

[Gartner Report - Endpoint Backup Vendors Rated Against 12 Critical Capabilities. Get Report.](#)



InnoCentrix, LLC

4 followers [Follow](#) [Edit](#)

[HOME](#) [CAREERS](#) [SERVICES](#) [INSIGHTS](#)

Drive engagement by posting an update to your followers.

[Follower Insights](#) · [Page Insights](#) · [What's New](#)



HOW YOU'RE CONNECTED



1st

1 first-degree connection

1 Employee on LinkedIn

[See all](#)

CAREERS



Interested in InnoCentrix, LLC?

Learn about our company and culture.

[Learn more](#)

About InnoCentrix, LLC

Polymer and Innovation Experts


InnoCentrix provides a wide range of consulting services to growth oriented companies that use polymers to gain a competitive advantage. We have a skilled team of technical consultants with specialties in high performance polymers that are used in formulated products such as adhesives, composites, laminates, prepregs, encapsulants, coatings, and filled polymers. One of our strenghts is a very deep technical understanding of the chemistry, physics, characterization, and applications of thermosets (thermosetting polymers).

InnoCentrix Services Page

LinkedIn Account Type: Business 170 Jeff Gotro, Ph.D., CMC Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More Companies Search...

[Is Your Business Listed Correctly Online? Check Now For Free!](#)




InnoCentrix, LLC

4 followers [Follow](#) [Edit](#)

HOME CAREERS SERVICES INSIGHTS

63 impressions




Polymer Consulting

Be the first to recommend

Got a big hairy polymer problem keeping you up at night? Our proven problem solving methods help your team tackle complex polymer problems. Our polymer consultants have extensive problem solving experience using sophisticated tools such as Design of Experiments, process mapping, hypothesis...

15 impressions

[Request recommendations](#) * [Share](#)




Polymer Expert Witness, Litigation Support and Consulting

Be the first to recommend

Are you facing legal action that requires a polymer expert or polymer process related expert for consulting, patent infringement analysis, litigation support, or expert witness testimony? Our polymer expert witness consultants work with your legal team to perform case assessments, complete...

10 impressions

[Request recommendations](#) * [Share](#)




New Business Development Consulting

Be the first to recommend

7 Services

0 Recommendations

View the latest workforce trends and insights from Randstad



Use nice graphics to highlight products & services


InnoCentrix Services Page

Use nice graphics to highlight products & services

Linked in Account Type: Business 170

Home Profile Contacts Groups Jobs Inbox Companies News More Companies

Request recommendations * Share




New Business Development Consulting

Be the first to recommend

Do you want to enter new markets to grow your business? InnoCentrix polymer consultants can enable our clients to increase revenues by identifying new markets for your existing polymer products, or modifying your existing polymer technologies to capture new revenue streams. The InnoCentrix polymer...

7 impressions

Request recommendations * Share




Intellectual Property Consulting

Be the first to recommend

Is your Intellectual Property working for you? Leverage your R&D investment to deliver maximum financial impact by focusing your new product development portfolio and ensure long-term sustainability by developing and managing your polymer Intellectual Property (patents, trade secrets,...

7 impressions

Request recommendations * Share



Biopolymers and Bioplastics Consulting

Be the first to recommend

Do you have a polymer product you want to make "green?" Our bioplastic consultants have enabled several clients to implement a strategy to make their new products more environmentally friendly using biopolymers/bioplastics. Our biopolymer consultants have experience in polymer sustainability...

3 impressions

PolymerWebinars Products Page

LinkedIn Account Type: Business 160 Jeff Gotro, Ph.D., CMC Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More Companies Search...

[Cornell Leadership Cert - Add an Ivy League Leadership Cert to your Resume in 12 weeks. Apply Now!](#)

PolymerWebinars.com 0 followers Follow Edit

HOME CAREERS PRODUCTS INSIGHTS

POLYMER WEBINARS

Can add header to Products page

3 Products 0 Recommendations

Ads by LinkedIn Members

Cornell Leadership Cert
Add an Ivy League Leadership Cert to your Resume in 12 weeks. Apply Now!

Are You A CEO?
Sending Chief Executives The Most Relevant News & Insights Each Morning.

MS IT Project Management
Earn your MS in CIS, a PMI accredited program at BU. 100% Online

12 impressions


Online Polymer Webinars Be the first to recommend

All of our webinars are presented by industry experts and are recorded. Webinars are available for purchase either as a series (best value) or for \$99 each. Topics include: DSC of Polymers; Fundamentals and Applications (5 part series) Characterization of Thermosets (4 part series) Introduction...


3 impressions

Request recommendations * Share

Description of Products or Services

 Account Type: Business 145


Home Profile Contacts Groups Jobs Inbox Companies News More Companies ▾



Customized Short Courses for In-house Corporate Training

At PolymerWebinars we realize your team may need specialized training, but you don't have the budget to send your employees to short courses that require travel, hotel, meals, etc. This is expensive, time-consuming and your employees need to be away from their families. We have a solution. For...


[Request recommendations](#) • [Share](#) • 2 impressions



Customized Webinars for In-house Corporate Training

Do you need polymer training to keep your employees on the cutting edge and grow your business? Are you having trouble finding the right course to improve the technical competency of your scientists/engineers? Who doesn't want to spend a lot of money on airfares, hotels, rental cars, etc. to send...

[Request recommendations](#) • [Share](#) • 3 impressions



Online Polymer Webinars

All of our webinars are presented by industry experts and are recorded. Webinars are available for purchase either as a series (best value) or for \$99 each. Topics include: DSC of Polymers; Fundamentals and Applications (5 part series) Characterization of Thermosets (4 part series) Introduction...

[Request recommendations](#) • [Share](#) • 1 impressions

Use nice graphics to highlight products & services

Company Pages - Strategy

1 Add Products or Services Tab

Catch the eye of prospective clients by highlighting products, services or anything else that would be relevant to your target audience

2 Grow Your Follower Base

Invite your personal LinkedIn network, customers, partners, family and friends to follow your company. Just ask them to click the “Follow” button on your company page.

3 Engage Your Audience

Post company updates and start the conversation. Introduce your company, post a great industry article, share some news. Posts will appear on your overview tab and follower’s homepages.





Endorsements

LinkedIn Account Type: Business 142 Jeff Gotro, Ph.D., CMC Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More People Search... Advanced

[Nervous About Presenting? - Gain Confidence & Clarity in 1 Day.. Public & Company Seminars in SoCal](#) From: Better Presenter

What skills or expertise do your other connections have?

	Does George Thomas know about New Business Development ?		Does Timothy Costello know about Cross-functional Team Leadership ?
Endorse		Endorse	
	Does Ed Ferrara know about Semiconductors ?		Does Rosen Angelov know about Cisco Certified ?
Endorse		Endorse	

[Endorse all 4](#) [Close](#) [See more](#)



Interested?
Become a partner!
[Click here.](#)

Cummins

Contact Information

Email & Phone:
vicki.panhuise@gmail.com primary

Tags:
colleagues, Edit tags

Notes:

[View/Edit Contact Info](#) | [See all contacts](#)

 **Vicki Panhuise** 1st

Experienced Executive General Manager,
Aerospace & Defense

Phoenix, Arizona Area | Aviation & Aerospace

Current Arizona Commerce Authority, VePoint Consulting Group LLC

Vicki's Connections (500+)

Shared (6)

[JoNelle Sood](#)

Add Skills & Expertise to Your Profile!

322&trk=tab_pro

Weber Login | LinkedIn Influence... | The MacroGalle... | Serengeti Tracker | Replace Myself... | EVP login | Webinar Incom... | Learn

LinkedIn | Go to LinkedIn Ads | 163 | 2 | Jeff Gotro, Ph.D., CMC | Add Connections

Home | Profile | Contacts | Groups | Jobs | Inbox | Companies | News | More | People | Search... | Advanced

August 2011 – August 2014

Skills & Expertise

Most endorsed for...

- 52 Polymers
- 34 R&D
- 28 Product Development
- 23 Electronics
- 23 Design of Experiments
- 19 Polymer Science
- 13 Coatings
- 12 Adhesives
- 11 Six Sigma
- 10 Management

Jeff also knows about...

- 7 Composites | 7 Characterization | 6 Polymer Characterization | 6 Stage-Gate
- 5 New Business Development | 5 Patents | 4 Polymer Physics
- 4 Thermal Analysis | 3 Certified Management... | 3 Expert Witness
- 3 Laminating | 2 Blogging | 1 Technical problem... | 1 Open Innovation
- 1 Patent Litigation | See 22+ >

Publications

Thermosets
Encyclopedia of Polymer Science and Technology
2004

Your endorsement is meaningless if you don't have a profile picture!

How to Endorse a Connection



Skill Endorsements - Overview

What are skill endorsements?

Last Updated: 09/24/2012 [Report Answer Inaccuracies](#)



Skill endorsements are a way to endorse your 1st degree connections' skills and expertise with one click.

To endorse someone's skill:

1. Scroll down to the **Skills & Expertise** section of a connection's profile.
2. Click the name of the skill, or the **+** symbol next to the skill.

Your name and picture will then appear next to the skill on that person's profile, and an update regarding the endorsement will appear in both of your network update streams. An email will also be sent to the person you've endorsed. The most endorsed skills will move to the top of the Skills & Expertise section.

You may also see a blue box at the top of your connection's profile that will allow you to suggest and endorse multiple skills. Suggested skills won't appear on your connection's profile until they approve them.

To remove an endorsement of someone's skill:

1. From your connection's profile, move your cursor over the name of the skill.
2. Click **Undo**.

To hide an endorsement someone gave you:

1. From your own profile, click the arrow next to endorsements for that skill.
2. Click **Hide Endorsement**.
3. Click **Close**.

Note: There is no way to unhide an endorsement at this time.

Related Answers

[Adding Skills Your Connections Have Endorsed You For](#)

[Adding, Editing, or Deleting Skills on Your Profile](#)

[LinkedIn Skills - Overview](#)

[Clearing Your Cache and Cookies](#)

[LinkedIn Free and Upgraded Premium Accounts](#)

Recently Viewed

[Adding a Share Button](#)

Endorsement Example

The screenshot shows a LinkedIn profile for a business account. The header includes the LinkedIn logo, account type 'Business', and a notification badge with the number '145'. Navigation tabs for Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, and More are visible. The profile description mentions 'Information gathering, writing and editing of a monthly newsletter for the Southern California Chapter of the Institute of Management Consultants (IMC SoCal)'. Below this, a 'Recommend' link points to 'Martha's work at Institute of Management Consultants - Southern California Chapter'.

The 'Skills & Expertise' section lists several skills with endorsement counts and icons of endorsing members:

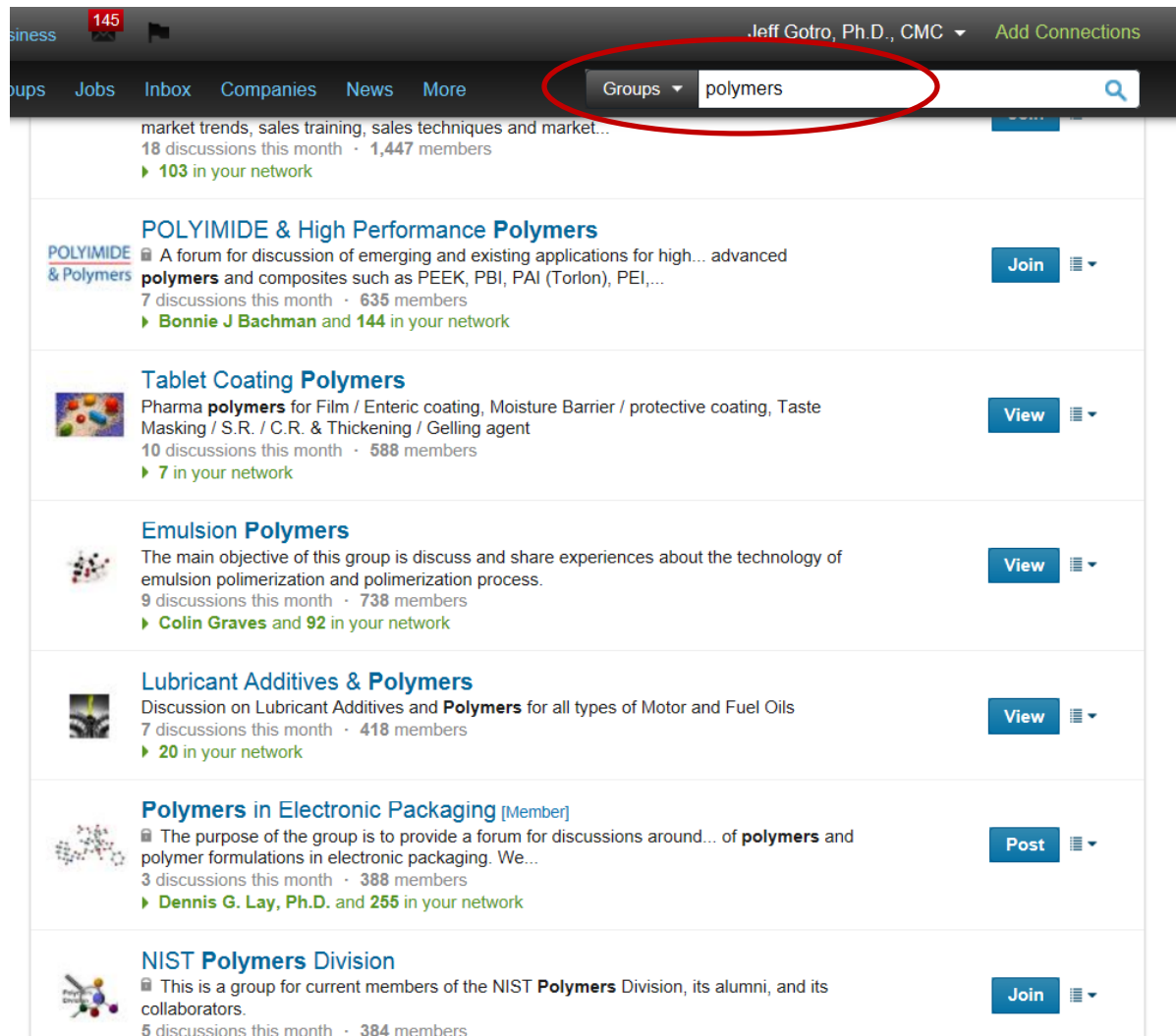
- 2 Internal Marketing
- 2 Social Media
- 1 Newsletters
- 1 Content Marketing
- + Marketing Strategy
- + Endorse
- + Brand Development
- + Marketing Communications
- + Content Development
- + Copywriting

A tooltip for 'Social Media Marketing' is displayed, showing a green upward arrow and '41.0% y/y' growth, along with the text 'MARKETING AND ADVERTISING'.

The 'More Skills & Expertise' section includes additional skills like Blogging, Online Marketing, Blog Coach, Press Releases, Media Relations, Copy Editing, and Corporate Blogging.

- Got to the profile of the person you want to endorse
- Used for your first level connections.
- Let's use Martha Spelman
- I already endorsed her for:
 - Social media
 - Content marketing
- I put my cursor on Social Media Marketing and with one click can endorse Martha for this Expertise
- “Give in order to receive”
 - Rule of Reciprocity

Finding Groups – Use Search Groups



The screenshot shows the LinkedIn search interface. At the top, the user's profile is 'Jeff Gotro, Ph.D., CMC'. The search bar is set to 'Groups' and contains the text 'polymers'. Below the search bar, a list of groups is displayed:

- POLYIMIDE & High Performance Polymers**
A forum for discussion of emerging and existing applications for high... advanced polymers and composites such as PEEK, PBI, PAI (Torlon), PEI,...
7 discussions this month · 635 members
▶ Bonnie J Bachman and 144 in your network
- Tablet Coating Polymers**
Pharma polymers for Film / Enteric coating, Moisture Barrier / protective coating, Taste Masking / S.R. / C.R. & Thickening / Gelling agent
10 discussions this month · 588 members
▶ 7 in your network
- Emulsion Polymers**
The main objective of this group is discuss and share experiences about the technology of emulsion polymerization and polymerization process.
9 discussions this month · 738 members
▶ Colin Graves and 92 in your network
- Lubricant Additives & Polymers**
Discussion on Lubricant Additives and Polymers for all types of Motor and Fuel Oils
7 discussions this month · 418 members
▶ 20 in your network
- Polymers in Electronic Packaging** [Member]
The purpose of the group is to provide a forum for discussions around... of polymers and polymer formulations in electronic packaging. We...
3 discussions this month · 388 members
▶ Dennis G. Lay, Ph.D. and 255 in your network
- NIST Polymers Division**
This is a group for current members of the NIST Polymers Division, its alumni, and its collaborators.
5 discussions this month · 384 members

Create a Group

Linked in

Account Type: Business

145

Jeff Gotro, Ph.D., CMC

Add Connections

Home

Profile

Contacts

Groups

Jobs

Inbox

Companies

News

More

Groups

Search...

Logo:

Your logo will appear in the Groups Directory and on your group pages.

Browse...

Note: PNG, JPEG, or GIF only; max size 100 KB

☐ * I acknowledge and agree that the logo/image I am uploading does not infringe upon any third party copyrights, trademarks, or other proprietary rights or otherwise violate the User Agreement.

* Group Name:

Note: "LinkedIn" is not allowed to be used in your group name.

* Group Type:

Choose...

* Summary:

Enter a brief description about your group and its purpose. Your summary about this group will appear in the Groups Directory.

* Description:

Your full description of this group will appear on your group pages.

Website:

* Group Owner Email:

jgotro@innocentrix.com

* Access:

☐ **Auto-Join:** Any LinkedIn member may join this group without requiring approval from a manager.

☒ **Request to Join:** Users must request to join this group and be approved by a manager.

☒ Display this group in the Groups Directory.

☒ Allow members to display the logo on their profiles. Also, send your connections a Network Update that

Polymers in Electronic Packaging Group

LinkedIn Account Type: Business 145 Jeff Gotro, Ph.D., CMC Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More Groups Search...

Are You A President? - Apply to Worldwide Who's Who and expand your online networking.

Polymers in Electronic Packaging

441 members

Discussions Members Promotions Jobs Search Manage More... Share group

Start: Discussion Poll

Start a discussion or share something with the group...

Your Activity

Choose Your View NEW Show all RSS discussions

Most Popular Discussions

Anyone knows how to increase flexibility of PLA?
Hello all,
Would anyone recommend some approaches to increase PLA flexibility and impact strength? To make it more elastic? I have ...
posted 1 month ago

Xiaochuan Feng 1 month ago • Hi Dr. Gotro, ... »

See more »

Like Comment Unfollow More

Bioplastics is an emerging area for new innovation. Does anyone know an applications where biobased polymers are being used in...
posted 3 months ago

Jeff Gotro, Ph.D., CMC 3 months ago • Bob, ...


Latest Updates

Yash Khanna started a discussion: Discount Ends SEPT 28 for BioPlastics: The Re-Invention of Plastics; Las Vegas, March 4-6, 2013
Like Add comment 6 days ago

4 people have joined the group, including **K. Anne Juggernaut**, **Jae Cheol Cho** and **Steve Chen**
13 days ago

Yash Khanna started a discussion: BioPlastics: The Re-Invention of Plastics; Las Vegas, March 4-6, 2013
Like Add comment 14 days ago

See all updates »



Strategic Approach - Groups

- Identify a target market you want to engage
- Build the group
 - Add logo
 - Invite members
 - Post updates
- Ask “seed questions” to get discussions going
- Moderate discussions carefully
 - Flag promotions and move to promotions tab
 - Discussions should be discussions
 - Kick-out spammers! (makes a lot of groups unattractive)
 - Some don't know the social media etiquette
 - Warn twice, third time there out!

Bonus Tip: Rearrange Profile

- You can move around sections in your Profile
- Go to “edit profile”
- Find the section you want to move and put the cursor over the
 - Section heading
 - Block you want to move
- Will turn blue, then drag to new placement
- Useful if you have two current jobs and want to move one to the top
- Move recommendations higher
- Move education higher, etc.

Experience

[+ Add a position](#)

President and Polymer Innovation Expert [Edit](#)

InnoCentrix, LLC

September 2008 – Present (4 years 1 month)

How profitable is your polymer technology?

InnoCentrix provides a wide range of consulting services to growth oriented companies that use polymers to gain a competitive advantage. We have a skilled team of technical consultants with specialties in high performance polymers that are used in formulated products such as adhesives, composites, laminates, prepregs, encapsulants, coatings, filled polymers, and high performance thermoplastics. Our management consultants have extensive experience leading new product development and new business development, adding profitable new revenue streams for new or existing products.

Our proven consulting services turn obstacles into opportunities:

- Improve business performance by solving complex polymer problems that may be negatively impacting performance
- Improve profitability by developing new/ improved polymer products faster and with nearly zero defects
- Leverage your R&D investment by developing new polymer technology and new product platforms, not just single products
- Develop new revenue streams by adapting your existing polymer products or technologies for new markets or applications
- Evaluate polymer sustainability and environmental impact using Life Cycle Assessment and the Principles of Green Chemistry Design
- Provide Expert Witness litigation support for your challenging polymer case

[1 visible recommendation for this position](#) [Manage](#)

Founder and Chief Marketing Architect [View](#)

Bonus Tip: Export Your Profile to pdf

The screenshot shows the LinkedIn profile of Jeff Gotro, Ph.D., CMC. The profile includes a header with navigation links (Home, Profile, Contacts, Groups, Jobs, Inbox, Companies, News, More), a search bar, and a banner for 'Warm Up Cold Calls'. The main profile section features a profile picture, name, headline, location, and a list of current and previous employers. A dropdown menu is open from the 'Edit' button, showing options like 'Ask to be recommended', 'Create profile in another language', 'Share profile', 'Export to PDF' (highlighted with a red box), and 'Manage public profile settings'. The right sidebar shows 'People You May Know' and a 'HIRE SMART' event. The bottom section shows an endorsement from Larry Judovits and a post from Jeff Gotro.

LinkedIn Go to LinkedIn Ads » 163 2 Jeff Gotro, Ph.D., CMC Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More People Search... Advanced

Warm Up Cold Calls - Take a free trial of ZoomInfo and take the chill out of cold calls.

Jeff Gotro, Ph.D., CMC in
Polymer and Innovation Expert enabling clients to "turn polymer science into profits."
Orange County, California Area | Management Consulting

Current InnoCentrix, LLC, PolymerWebinars.com
Previous Ablestik Laboratories (now part of Henkel NA), Honeywell, AlliedSignal Laminate Systems
Education Northwestern University

Improve your profile Edit 500+ connections

www.linkedin.com/in/jeffgotro/

Activity

Collaborate, share an idea, or recommend an article...

Larry Judovits endorsed your skills and expertise!
You are endorsed for Polymer Characterization and Thermal Analysis.
Endorse Connections • Like • Comment • 1 hour ago

Jeff Gotro, Ph.D., CMC likes this update:
Simon McElroy-Murphy comments, but not on...

See More

Background

People You May Know

Charles Davis 3rd
Senior Technology Staff Member at IBM
Connect

HIRE SMART
SMALL BUSINESS EVENT
BY intuit AND LinkedIn
APRIL 27, 2013
LEARN MORE

Profile Strength
All-Star

Share your profile

Exported pdf Example

Jeff Gotro, Ph.D., CMC

Polymer and Innovation Expert enabling clients to "turn polymer science into profits."

jgotro@innocentrix.com

Summary

Technical and Management Consultant

If you run a business where polymer challenges are holding you back from the results you want, then we should talk. I work with clients to improve their business results by solving complex technical polymer problems, assisting with new product development, defining new business opportunities, and implementing robust Intellectual Property (IP) process and strategies. My clients typically use polymers to gain a competitive advantage. I am a specialist in thermoset polymers (like epoxy).

Interim Executive

If you need a proven leader to take ideas from the lab to full commercialization, contact me. My passion is identifying new technologies, developing technology platforms, and enabling robust new products through the use of product architectures and launching profitable new products. Over my career, I have led the commercialization of over \$80 million in new products having held scientific and leadership positions with IBM, AlliedSignal, Honeywell, and Ablestik Laboratories. I spent the first part of my career in the lab, then transitioned to R&D manager progressing through positions of increasing responsibility ultimately becoming the VP/CTO for Ablestik. I understand the unique challenges in product development and commercialization.

Professional Trainer

Does your team need customized training in polymers? Over the years I have developed extensive technical expertise in polymers and love to share and help others expand their polymer knowledge. At PolymerWebinars.com we provide customized training via webinars, onsite short courses, and blended learning (onsite, webinars, coaching). Using highly effective webinar software platforms, training comes right to your office or business, no travel, no hassles!

Expert Witness

I also provide expert witness and litigation consulting for cases involving polymers (product liability, patent infringement, material selection).

Specialties

- Specialty in polymer physics and thermosetting polymers
- Expert in polymers used in electronic applications
- Consulting in bioplastics/biopolymers

Jeff Gotro, Ph.D., CMC

Polymer and Innovation Expert enabling clients to "turn polymer science into profits."

jgotro@innocentrix.com



8 people have recommended Jeff

"We were fortunate to have Jeff teach my team a class in basic Design of Experiments (DOE). The materials were very well prepared and an excellent tool for my team during the class and to review later when they had questions. The training sessions were informative and fun; the feedback I received from my team was extremely positive on both the class content and teaching style."

— Michael Petti, was Jeff's client

"Jeff's vision and passion for his work was inspiring to everyone in his organization."

— Jeff Leon, *Business Scientist, Ablestik*, reported to Jeff at Ablestik Laboratories

"I worked with Jeff at Ablestik Labs. He has a solid foundation in stage gate commercialization and six sigma. Jeff did a great job guiding the organization towards setting up a best in class stage gate commercialization process for new product development. In addition, Jeff's previous experience with six sigma was a catalyst for its implementation at Ablestik. I strongly recommend Jeff as a teacher and mentor to any organization."

— Mark Dydyk, *Operations Manager, Ablestik Laboratories*, worked with Jeff at Ablestik Laboratories

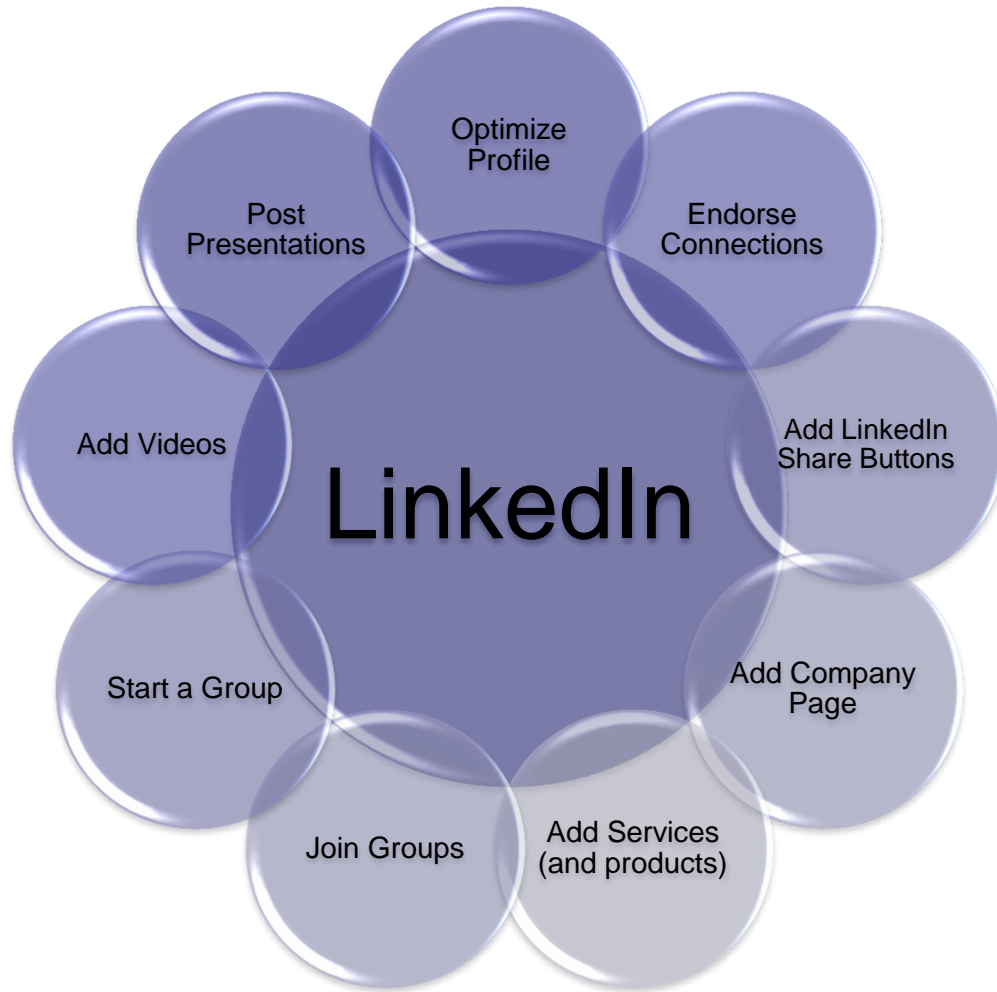
"I participated on a new-product-introduction process improvement project where Jeff was the project leader. As the project leader, Jeff did a fantastic job keeping the team moving forward, listening to all concerns, and building a new process. Jeff's enthusiasm for the project was contagious, making all involved want to do their best despite the extra workload and challenges."

— Mark Onak, *Manager, Applications Development, Henkel (Ablestik Laboratories)*, worked indirectly for Jeff at Ablestik Laboratories

"Jeff is the best R&D Management Professional I have ever met. He is both extremely well read on the subject, and instinctively understands and cares about people. His expertise in Design for Six Sigma, the Stage & Gate development process, innovation management, and other R&D methodologies make him highly effective. He is also a very gifted scientist and understands technology well. In addition, he has a keen business sense. I would gladly recommend Jeff for either an R&D management position at any level, or as a consultant to help improve innovation or change the culture of an organization."

— Kevin Becker, *R&D Manager, Ablestik Laboratories*, reported to Jeff at Ablestik Laboratories

Take Action Roadmap



Start at the top and work your way around to establish a strong presence and showcase your expertise!

Contact Information

Jeff Gotro, Ph.D., CMC®

InnoCentrix, LLC

22431 Antonio Parkway

Suite B160-515

Rancho Santa Margarita, CA 92688

949-635-6916

<http://www.linkedin.com/in/jeffgotro>

www.innocentrix.com

www.polymerinnovationblog.com

www.polymerwebinars.com