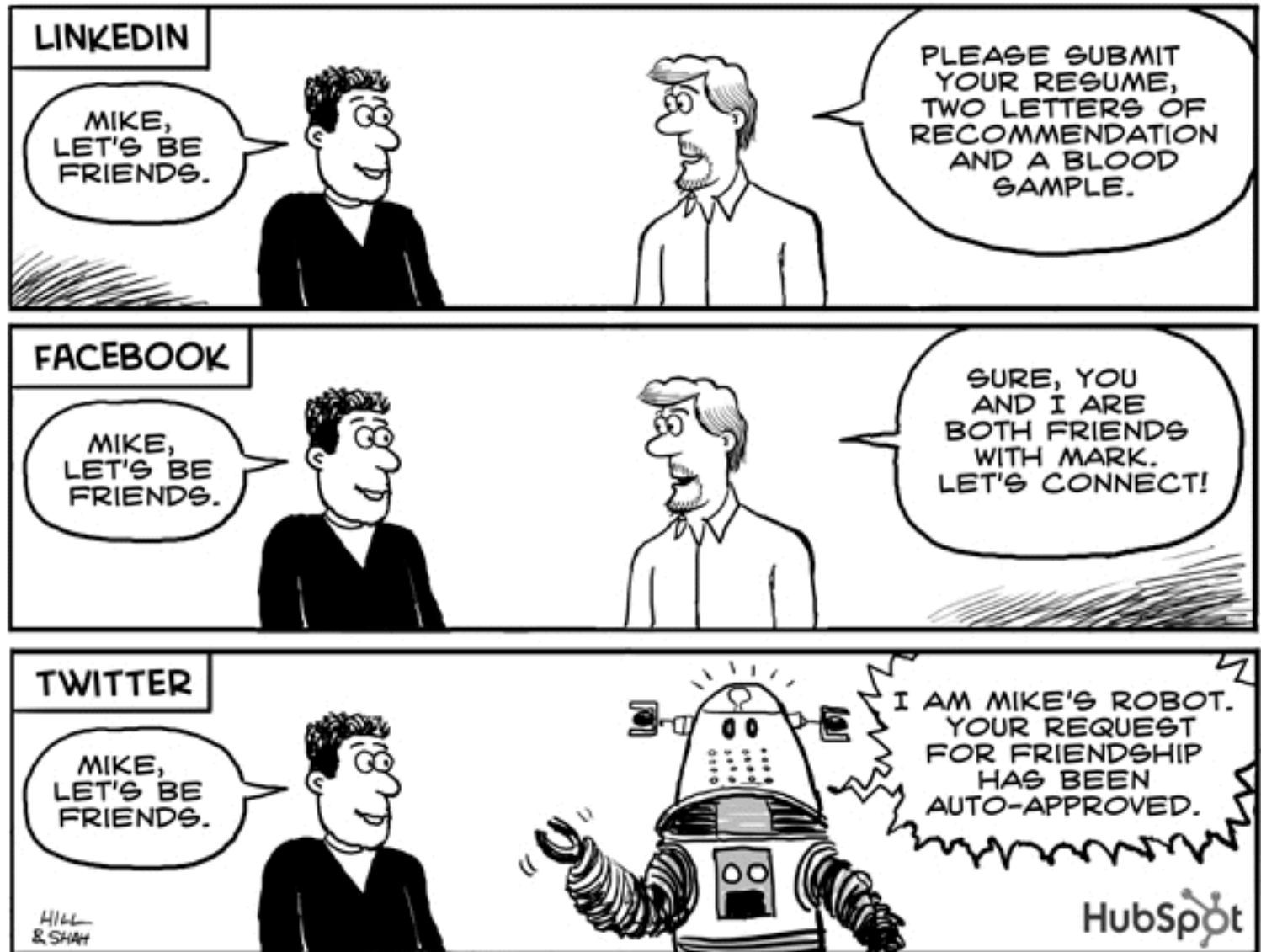


Linked in.





MAKING FRIENDS IN SOCIAL MEDIA








Presentation Coverage


- Introductions
- LinkedIn Overview
- Network Statistics
- Recruiting Trends
- Top 10 LinkedIn 'Tips for Professionals
- Corporate Best Practices
- Future Products
- Resource Center
- Q&A

Sam Mandolfo



LinkedIn Employee, Entrepreneur, Business Owner, Marketing Executive

Greater Omaha Area | Internet



Sam Mandolfo We have 70 open positions currently at LinkedIn. Yes, I said 70. Let me know if you'd like to learn more about them. <http://bit.ly/bhKvir> 3 days ago 3 comments

Current

Past

- Enterprise Account Executive at LinkedIn
- Staffing Company Territory Manager at LinkedIn
- Director, Global Commercial Consulting at Software Engineering Services
- Owner at Mandolfo Associates

see all..

Education

- University of Nebraska at Omaha
- Ralston High School

Recommendations

22 people have recommended Sam

Connections

500+ connections

Websites

- LinkedIn Corporate Products
- LinkedIn Blog
- Open Positions at LinkedIn

Twitter NEW

- mandolfo

Public Profile

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



LinkedIn's Mission

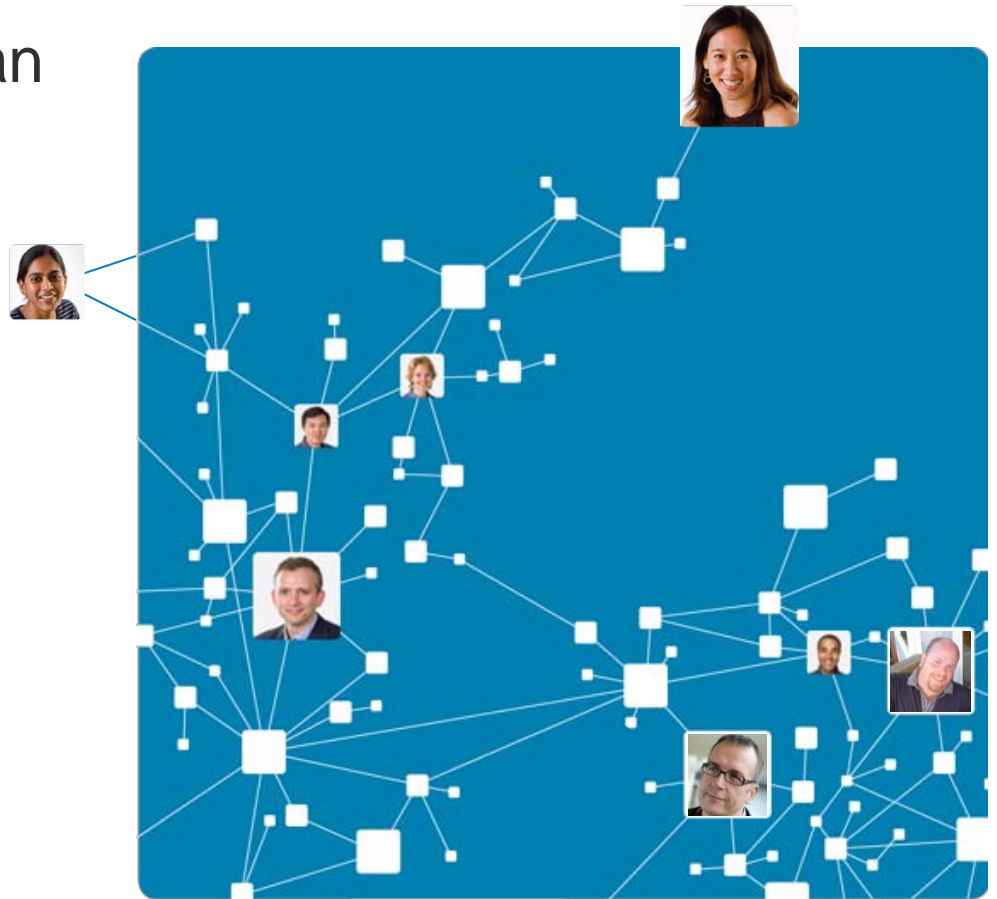


Connect the world's professionals to make
them more productive and successful



Five Beliefs That Guide Us (should guide you)

1. Every individual is now an entrepreneur
2. Every person will have an online professional identity
3. Relationships matter
4. The change from information to insight
5. More open collaboration on a global level

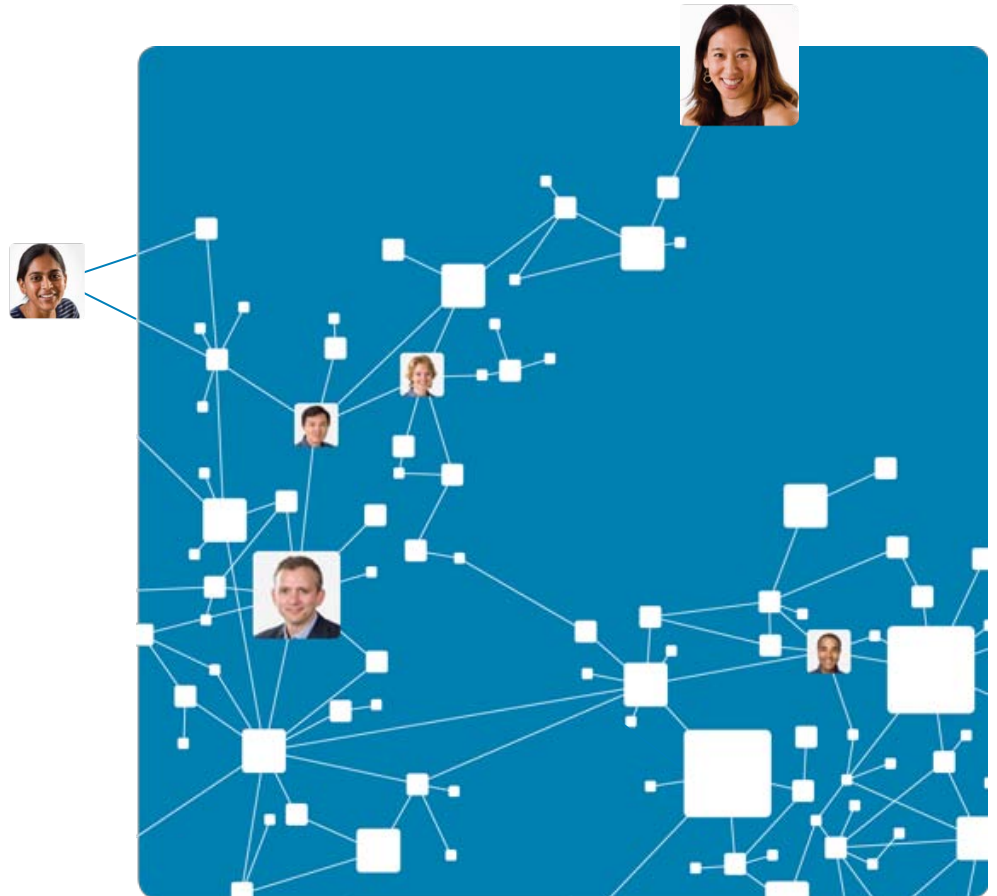




LinkedIn Overview

LinkedIn is the world's most powerful professional network

- Built upon trusted professional relationships & connections
- Business-focused
- Provides access to people, jobs & opportunities
- Helps professionals be more productive





LinkedIn is fundamentally changing how people succeed in business

Irish Startup Raises \$230,000 Using Only LinkedIn

Bianca Male | Jan. 25, 2010, 3:30 PM | 3,234 | 4

Tags: Strategy, LinkedIn, P

Irish software startup Go completed its first round fundraising in eight days.

More remarkable: all of it through the social [network](#) LinkedIn.

According to an article in *Times*, the company set "sell off 10 slots to invest €25,000 each – each equ a 2 per cent stake in the company."

Via LinkedIn, they sent o messages to possible in and garnered 200 respon

Case Study

Saving millions, while finding uniquely-skilled candidates many companies are competing for.

U.S. Cellular

(United States Cellular Corporation)

Headquarters: Chicago, Illinois, USA

Industry: Telecommunications

Total employees: 9,000

Recruiting for: Sales and Call Center

Executive Summary

With 6.2 million customers across the country, U.S. Cellular has a critical and growing need for Sales and Customer Care employees – in all regions – with highly-specialized skills. Unable to find quality candidates through traditional recruitment

"No more post-and-pray. We find better depth and breadth of candidates, plus we're saving over \$1 million this year."

Elisa Bannon, Director of Talent Acquisition, U.S. Cellular

The Challenge

Elisa and her team face the daunting task of pinpointing hard-to-find professional and tech-



Oracle's CFO Lands Post through LinkedIn Profile

"Oracle's executive recruiter initially found me on LinkedIn. I was surprised that something as simple as a profile on LinkedIn could lead to such a great opportunity."

- Jeff Epstein, CFO, Oracle



LinkedIn Company Overview

LinkedIn Corporation

- Founded in 2003
HQ: Mt. View, California
- Offices in San Francisco, New York, Chicago, Omaha, London, Mumbai, Amsterdam, Australia
- 500+ employees
- Over 100 people have started in 2010
- Over 90 open positions today





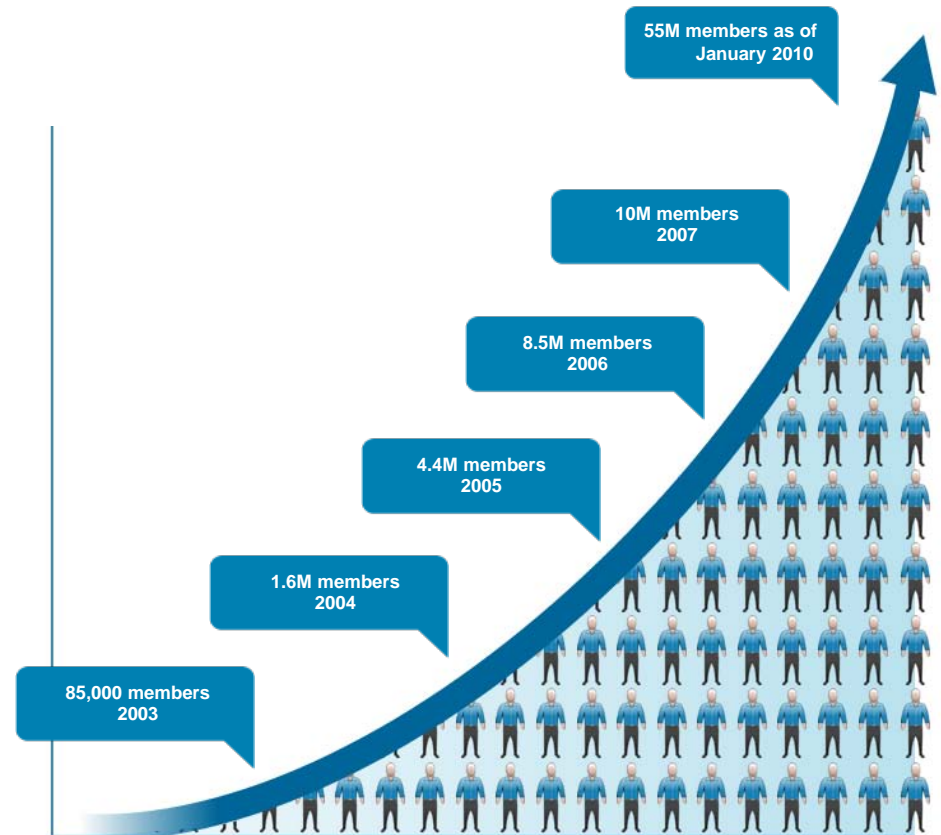
LinkedIn: Key Metrics

General Network Information

- 60M+ professionals
- About 3M new members join every month
- Over 1 new sign-up per second

Quick Stats:

- ~60 new member sign-ups per minute; Avg. 400K+ per week
- 122 new invitations to join sent per minute; Avg. 177K+ per day





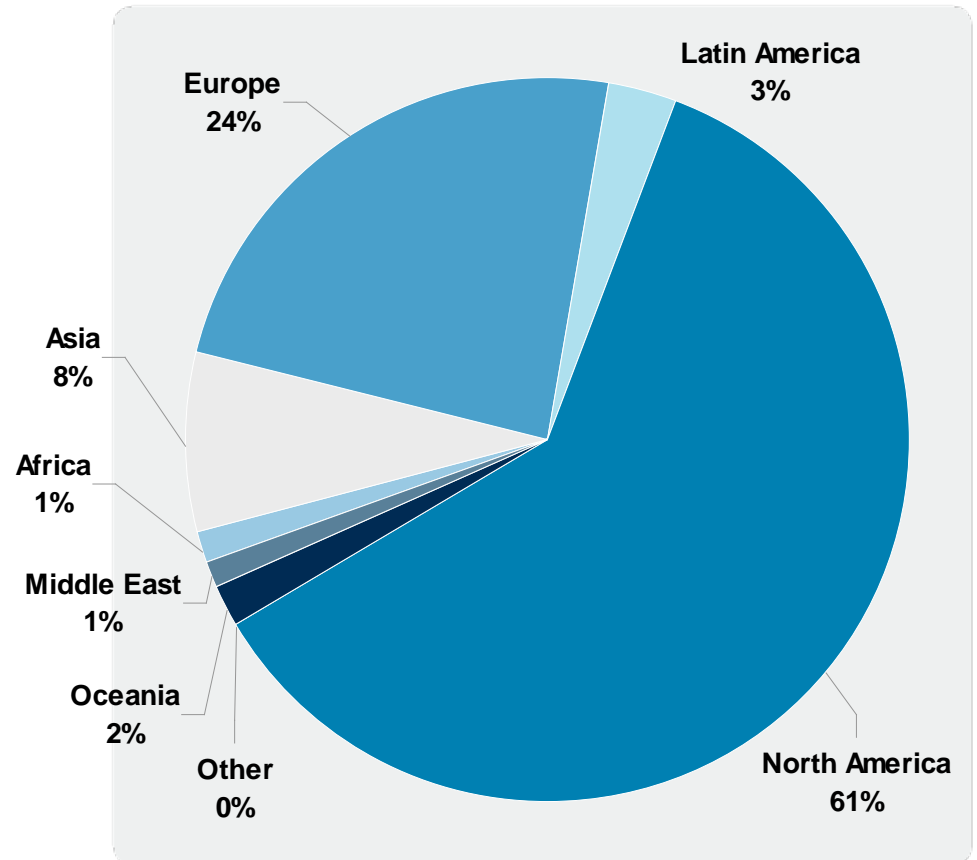
LinkedIn Network Statistics

Network Membership & Reach

- English, Spanish, French, and German
- Members from all industries
- Members from all five hundred of the Fortune 500

Country Rank

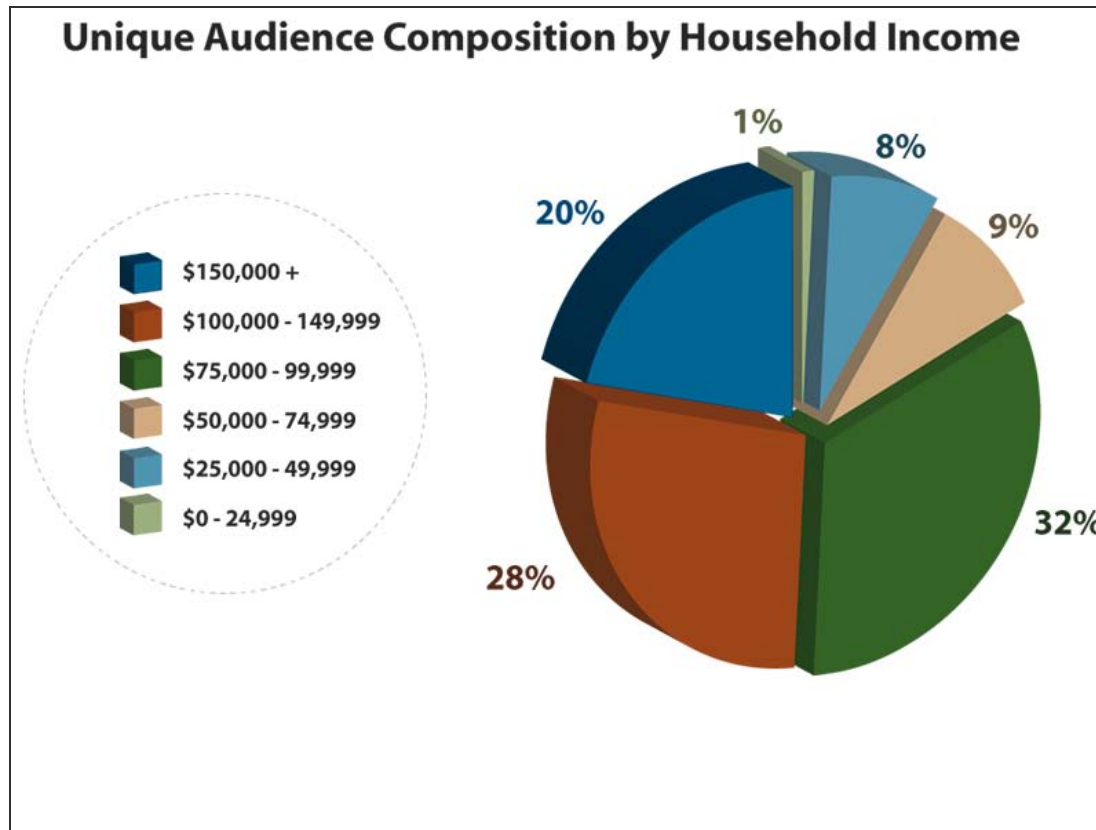
1. United States
2. India
3. UK
4. Canada





LinkedIn Demographics

Affluent and influential



Household Income

80% over \$75k
Average = \$139k

Age Range

25-54 84%

College educated

90%

Small business owners

900k+




Senior Executives

60%



LinkedIn Demographics

The “IN” Crowd

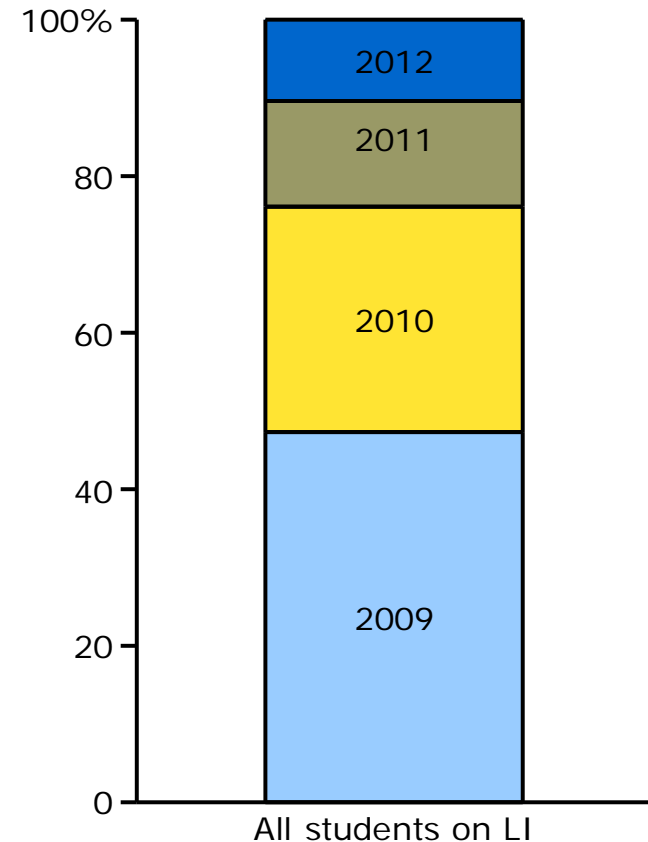
Site	Average Age	% Comp College Grad	Average HHI	%Comp EVP/SVP/VP	% Comp Business Decision Makers
LinkedIn	41	78%	\$139,762	5.2%	46.5%
 THE WALL STREET JOURNAL <small>ONLINE</small>	47.4	71%	\$101,039	6%	38.4%
	46.7	66%	\$96,665	5.2%	39.9%
	47.3	68%	\$96,414	5.5%	37.5%



Quality, career-oriented students are well represented and active on LinkedIn

- **LinkedIn has attracted students from high quality schools**
 - 22% of seniors on LinkedIn go to US News Top 100 schools
- **~54% of graduating class at top 25 schools are on LinkedIn**
- **Engagement and participation highest in junior and senior years**
 - Opportunity to strongly influence career and company choice closer to graduation

Distribution of students on LinkedIn by graduation year





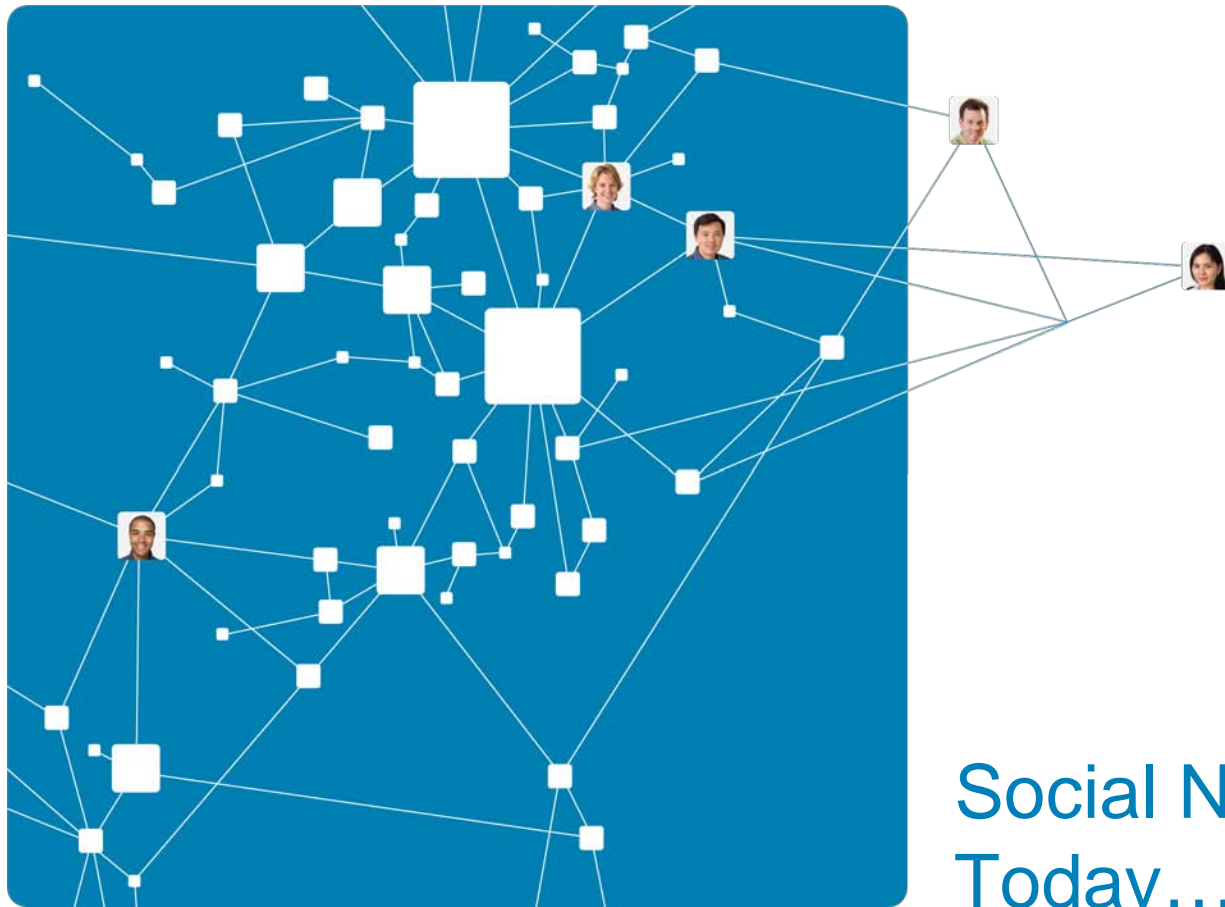
Why Professionals Use LinkedIn

The New World of Work

Increasing use of your extended network to:

- Manage your personal brand
- Tap insights
- Make (purchase) decisions
- Solve problems
- Help those you care about
- Accomplish more with less





Social Networking
Today...



Social Network's Personality Profile...



Friday & Saturday nights



Weekends



Monday - Friday



24 x 7 x 365





Social Media Predictions

Jeremy Owyang, Forrester

- *“Social networks will become next-generation CRM systems”*
- *Will become the “intermediary between brands and consumers.”*

Pete Blackshaw, Nielsen Online

- *Timeless truths will reemerge – “friendship must be earned, fame is fleeting, excess begets backlash, it always pays to listen, and credibility is our most enduring...asset”*

Joseph Jaffe, Crayon

- *Social Search – “Just when you thought search was saturating or mainstreaming, we think there’s going to be explosive new functionality which will make search even more valuable”*

Charlene Li, Author of *Groundswell*

- *Exclusivity trumps accessibility. “Having thousands of friends becomes ‘so 2008’ and defriending becomes the hot new trend...The movement is rooted in a desire to have quality, not quantity...”*

Scott Monty, Ford Motor Co.

- *The future is about the “human element – the opportunity to build a relationship that isn’t necessarily centered around a single transaction. These will be cumulative events and interactions that will build brand loyalty for the companies that pay attention to them.”*



Twitter: A Real Time “Stream of Consciousness”

Building a brand via tweets is possible

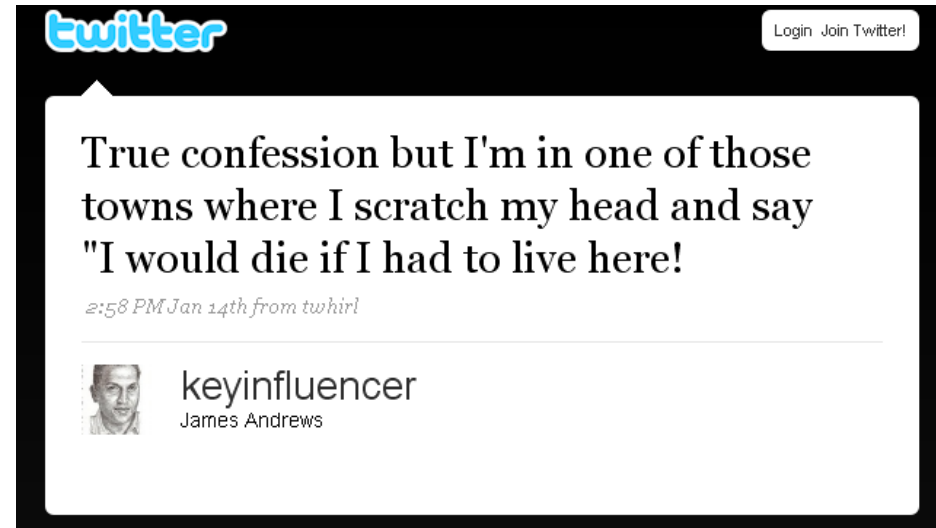
- @Zappos
- @VirginAmerica
- @CremeBruleeCart

But may lead to career-ending Injuries?

- Keyinfluencer
- Cisco Fatty

"Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work."

"Who is the hiring manager. I'm sure they would love to know that you will hate the work. We here at Cisco are versed in the web."





LinkedIn Twitter Integration



People | ▾

Jobs | ▾

Answers | ▾

Companies | ▾

[Account & Settings](#) | [Help](#) | [Sign Out](#)


 [Language ▾](#)



Account Type: Pro

Search People ▾

Search

Advanced

 Home

 Company Groups 

 User Groups 

'09 Grads

British-American
Business Council,
Chicago

Buckeye Alumni
Network

[See all »](#)

 Profile 

[Edit My Profile](#)

[View My Profile](#)

[Recommendations](#)


 Contacts 

[Connections](#)

[Imported Contacts](#)

[Profile Organizer](#)

[Network Statistics](#)

 Inbox 

[Compose Message](#)

[Received](#)

Account & Settings

[Go Back to Account & Settings](#)

Twitter Settings

Account:

linkedinbucki [\[Remove \]](#)

 [Add another Twitter account](#)

Display your Twitter account on your LinkedIn profile

- ☒ Yes, visible to anyone
- ☐ No, do not display on my profile

Share your tweets in your LinkedIn status

- ☐ Yes, share all tweets
- ☒ Share only tweets that contain **#in**
ex: "Working on a new blog post about increasing meeting productivity. #in"

[Save](#) or [Cancel](#)

LinkedIn works with Twitter

- ➔ Make your Twitter account visible on your profile
- ➔ Use #in to share posts from Twitter to your LinkedIn status (#li also works)
- ➔ Choose which LinkedIn status updates you share with Twitter

[Learn more »](#)



Top 5 Recruiting Industry Plans in 2010

#1 - Improve Direct Sourcing, Social Network Connections and SEM

- *"We need to greatly increase our focus on Social Networking."*
- *"Developing a dedicated internal sourcing function."*
- *"More movement towards utilizing social networks."*

#2 - Reduce Agency, Job Board and Print

- *"Looking at moving away from [Job Board] postings."*
- *"Bringing Executive Search in-house" or "Restrict use of third party agencies."*
- *"No more print- highest cost, fewest hires."*

#3 - Increase Referrals

- *"Develop a micro employee referral strategy."*
- *"Develop new avenues that strengthen referrals from employees, alumni and more."*

#4 - Track and Train

- *"Track quality of hire to build quality of source."*

#5 - Improve Company Career-site Pages

- *"Increasingly important...but arguably not a first source."*



Top 10 LinkedIn Tips for HR Professionals





Top 10 LinkedIn Tips for HR Professionals

1 IMPROVE YOUR COMPANY PROFILE PAGE

Companies BETA

Add Company | Company Directory | What's this? | Feedback

LinkedIn

Find a company

Can you improve your company profile? [Edit »](#)

LinkedIn takes your professional network online, giving you access to people, jobs and opportunities like never before. Built upon trusted connections and relationships, LinkedIn has established the world's largest and most powerful professional network. Currently, more than 37 million professionals are on LinkedIn, including executives from all five hundred of the Fortune 500... [see more](#)

Specialties
[online](#), [professional](#), [network](#), [jobs](#), [events](#), [research](#), [people](#), [search](#), [professional](#), [identity](#)

LinkedIn Employees on LinkedIn
Current Employees (468 total, 366 in your network)

- [1st](#) **Amber Mercado**, Client Services Representative
- [1st](#) **Mary Oliver-Iglesias**, Advertising Sales Account Manager
- [1st](#) **Mike Gamson**, VP, Corporate Solutions
- [1st](#) **Al Rey**, Account Executive, Corporate Solutions
- [1st](#) **Brian Frank**, Director of Sales Operations and Alliances

[See more LinkedIn employees »](#)

New Hires [What's this?](#)

- [2nd](#) **Matt Warburton**, Interim Director of Enterprise Community Marketing
was Director of Community Management at [Yahoo!](#) - this month
- [2nd](#) **James Volpentest**, Director of SMB Sales
was Technology Sales Manager-Business Intelligence at [Oracle](#) - 2 months ago

Last edited by: Sr. User Experience Designer

Related Companies

Career path for LinkedIn employees
before: after:

- [Yahoo!](#)
- [PayPal](#)
- [Google](#)
- [Facebook](#)

LinkedIn employees are most connected to:

- [23andMe](#)
- [PayPal](#)
- [Yahoo!](#)
- [Kinetic Networks](#)

[See more Related Companies »](#)

Key Statistics

Top Locations

- [San Francisco Bay Area](#) (266)
- [Greater Omaha Area](#) (50)
- [London, United Kingdom](#) (14)
- [Greater New York City Area](#) (12)

Headquarters Address

Headquarters	San Francisco Bay Area
Industry	Internet
Type	Privately Held
Status	Operating
Company Size	350 employees
Founded	2003
Website	http://www.linkedin.com






Top 10 LinkedIn Tips for HR Professionals

2 ENHANCE YOUR PERSONAL BRAND

Barack Obama 2nd

President of the United States of America
Washington D.C. Metro Area | Government Administration



Current	<ul style="list-style-type: none">• President at United States of America
Past	<ul style="list-style-type: none">• US Senator at US Senate (IL-D) • State Senator at Illinois State Senate• Senior Lecturer in Law at University of Chicago Law School 
Education	<ul style="list-style-type: none">• Harvard University• Columbia University in the City of New York• Occidental College
Connections	500+ connections
Websites	<ul style="list-style-type: none">• White House website• Join Barack's LinkedIn Group• My RSS Feed
Public Profile	http://www.linkedin.com/in/barackobama

Summary

The administration can't only be about me. It must be about us - it must be about what we can do together. It is about reclaiming the meaning of citizenship, restoring our sense of common purpose, and realizing that few obstacles can withstand the power of millions of voices calling for change.

Specialties

I have worked to rebuild trust in government by allowing every American to go online and see how their tax dollars are spent.

On the Veterans' Affairs Committee, I have fought to help veterans get the disability pay they were promised.

Recognizing the threat posed by weapons of mass destruction, I traveled to Russia to begin a new generation of securing weapons worldwide.

Most of all, I am proud to be husband to my wife, Michelle, and father to my two daughters, Malia and Sasha.



Top 10 LinkedIn Tips for HR Professionals

3 CREATE AND ADMINISTER YOUR CORPORATE AND ALUMNI GROUP

Groups

My Groups | Groups Directory | Create a Group | FAQ

eBay Employees and Alumni Group

eBay This is a sub-network for people who have spent time, or are now spending time, working at eBay.

[Join Group](#) [Share](#) [Flag as...](#)

Group Members in Your Network

- 1st** **Maggie Dinno**, Sr. Director, Human Resources at eBay
San Francisco Bay Area
- 1st** **Dan Schatt**, Senior Director, Corporate Strategy, Paypal
San Francisco Bay Area
- 1st** **Nico Posner**, Principal Product Manager, International at LinkedIn
San Francisco Bay Area
- 1st** **Kristin Yetto**, VP Human Resources at eBay
San Francisco Bay Area
- 2nd** **Yongseok Jang**, Acting Country Manager, Japan at eBay
Korea
- 2nd** **Rob Chesnut**, Sr. Vice President at eBay
San Francisco Bay Area
- 2nd** **Todd Madeiros**, President & CEO at Green Rides, Inc.
San Francisco Bay Area
- 2nd** **Mark Lewis**, Managing Director UK at eBay
London, United Kingdom
- 2nd** **Ed Banas**, Treasurer at PayPal
San Francisco Bay Area
- 2nd** **Fabien Mourier**, Technical Project Manager / Consultant at eBay
Eu
Paris Area, France

About this Group

Created: January 25, 2008
Type: Corporate Group
Members: 3,219

Owner: [Mike Yaghmai](#)

Website: <http://www.ebay.com>

Related Groups

- PayPal** **PayPal Corporate Alumni (worked there previously)**
400+ Members | [Join this group »](#)
- eBay** **eBay Inc.**
100+ Members | [Join this group »](#)
- PayPal** **PayPal**
200+ Members | [Join this group »](#)
- eBay** **eBay Inc. - eBay, PayPal, Skype**
600+ Members | [Join this group »](#)
- eBay** **Ebay Seller**
200+ Members | [Join this group »](#)




Top 10 LinkedIn Tips for HR Professionals

4 JOIN RELEVANT INDUSTRY AND RECRUITING GROUPS

Groups


[My Groups](#) [Following](#) [Groups Directory](#) [Create a Group](#) [FAQ](#)

Search Results (1,221)




TalentBar: HR and Recruiter Network

TalentBar.com is the premier networking group for recruiting, staffing, and Human Resources. Connect with over 50,000 recruiters, HR, recruitment and talent consultants, alumni, and colleagues. You will also be invited to join [www.talentbar.com](#).
Owner: [Miles Jennings](#) | 55,298 members | [Share](#) | [Join this group »](#)




Corporate Recruiters. Top Group for Corporate Recruiters.

#1 Group for Corporate Recruiters. Designed to connect Recruiters and to share ideas on how to leverage LinkedIn potential and improve sourcing, talent acquisition, referrals, fee splitting, and other recruiting and HR issues. If you are recruiter or involved in recruitment, then join this group.
Owner: [Chris Brown](#) | 17,886 members | [Share](#) | [Join this group »](#)



India HR Forum

HR professionals in India working in Training, Learning & Development, Strategic HR, Human Resource, Compensation & Benefits, Staffing, Hiring, Talent Acquisition, Recruitment, Organizational Effectiveness, Employee Development & Employee Labor Relations Verticals are welcome to join this Group.
Owner: [Chirag Bhayani](#) [[chirag.bhayani@gmail.com](#)] | 10,997 members | [Share](#) | [Join this group »](#)



Contact Center Professional

This group invites contact center, call center, help desk professionals from all verticals. This group would be used for finding the right talent as ref to the specific business vertical. Individual accross the globe with 10+ years experience are invited to join!!
Owner: [Ajay Narain Kaul](#) | 6,725 members | [Share](#) | [Join this group »](#)

Search Groups

All categories

All languages

[Search](#)

Create a Group

LinkedIn Groups can help you stay informed and keep in touch with people that share your interests. Create a group today.

[Create a Group](#)



Top 10 LinkedIn Tips for HR Professionals


5 BROADCAST JOB OPENINGS THROUGH YOUR STATUS BAR

Inbox

Bob Worthington	congrats on new position	Feb 27	take action ▾
Michelle Mitchell	Can you endorse me?	Feb 21	Archive

Network Updates


What are you working on?

 Steve...

Is looking for an awesome Events & Program Manager candidate for LinkedIn - <http://tinyurl.com/dcxn82>

[Post](#)

Today

 STATUS UPDATES (3)

[Gretchen Hall](#) is wishing everyone a Happy St Patricks day!
[Reply privately](#) - [Add comment](#)



Top 10 LinkedIn Tips for HR Professionals

6 ASK AND ANSWER QUESTIONS

Answers

[Answers Home](#) [Advanced Answers Search](#) [My Q&A](#) [Ask a Question](#) [Answer Questions](#)

Staffing and Recruiting Questions From Your Network

[Open Questions](#) [Closed Questions](#)

Q.

Taleo Enterprise Edition, Boolean Logic Question
5 answers | Asked by Joseph Litvin (2nd) | 9 hours ago in Staffing and Recruiting

Q.

When considering software engineer candidates for your job openings, how do you feel about degrees from different schools?
6 answers | Asked by Robert Neelbauer (2nd) | 1 day ago in Staffing and Recruiting, Education and Schools

Q.

Nurse Manager Onboarding Process
1 answer | Asked by Dan Schueller (2nd) | 1 day ago in Staffing and Recruiting

Q.

If you are a Recruiter, what's the best question a candidate has asked you?
8 answers | Asked by Natalia Bilash (nkbilash@gmail.com) (2nd) | 4 days ago in Staffing and Recruiting

Q.

What do you think of non-compete clauses? Have you ever had to sign one?
11 answers | Asked by Natalia Bilash (nkbilash@gmail.com) (2nd) | 4 days ago in Staffing and Recruiting

Browse

[View All](#)

Hiring and Human Resources

- Compensation and Benefits
- Personnel Policies
- **Staffing and Recruiting**

More questions in other languages

[Questions in English](#)
[Fragen auf Deutsch](#)
[Questions en français](#)
[Preguntas en español](#)

Subscribe to new questions in:

Staffing and Recruiting

Ask a question about Staffing and Recruiting



Top 10 LinkedIn Tips for HR Professionals

7 CREATE EVENTS

Events

[Find Events](#) [My Events](#) [Add an Event](#)

Search Results (13)

MAY

26

CMA British Columbia 3rd Annual Members Conference

Tue. May 26 to Wed. May 27, 2009
Hilton Vancouver Metrotown Hotel, Burnaby, BC, CA
Keywords: Cma British Columbia, Certified Management Accountants Society Of Bc, Professional Development (Cpld), Accounting, Management, ...

Challenging times call for creative measures. Invest in the tools and knowledge that will help build your success in these challenging times. Attend CMA British Columbia's 3rd Annual Members conference. Conference topics range from risk management in corporate governance, leadership, organizationa...

15 Attending | [Share this event](#)

MAR

19

Open Vancouver March Networking Meeting

Thu. March 19 to Thu. March 19, 2009
Steamworks, Vancouver, BC, CA
Keywords: Vancouver, British Colombia, Canada, Open Networker, Networking, ...

This is our monthly OpenVancouver open networking session. This occurs the Third Thursday of each month. We have requested the cafe section of Steamworks (to your right as you enter, you can also enter at the south end of the building) memorize my photo or ask the maitre d' and you won't have...

15 Attending | [Share this event](#)

[Attending](#) [Interested](#) [Not Attending](#)

MAR

Emerging Governance Trends: SOX and Beyond

Tue. March 24 to Tue. March 24, 2009

Search Events

[Search](#)

[Reset search filters](#)

Date:

☐ Jan - Mar '09

☐ Apr - Jun '09

☐ Jul - Sep '09

☐ Oct - Dec '09

☐ Jan - Mar '10

Location:

☐ Anywhere

☐ San Francisco Bay Area

☐ United States

☐ International

☒ Specific location:

e.g. "New York, NY"

Event Type:

LinkedIn



Top 10 LinkedIn Tips for HR Professionals

8 USE SMART SEARCHING (INCLUDING SAVED SEARCHES)

People

Saved Searches

Saved Searches (6)

1. enterprise sales executive [delete]	New: None	Email: Weekly [edit]
2. yodlee [delete]	New: None	Email: Monthly [edit]
3. twitter 50 mi (80 km) 94123 US [delete]	New: None	Email: Weekly [edit]
4. linkedin [delete]	New: None	Email: Weekly [edit]
5. Steve Barham [delete]	New: None	Email: Weekly [edit]
6. Deluxe Alumni [delete]	New: None	Email: Weekly [edit]

New Saved Searches

You can save up to 10 searches and get alerts over email when new people match your search.



Top 10 LinkedIn Tips for HR Professionals

9 USE REFERENCE SEARCH FUNCTIONALITY

People

Saved Searches

Advanced Search

Tip: Get Search & shortcuts in our [Learning Center](#).

People Search

Reference Search

Need more information about potential employees, employers, and business partners? Enter company names and the years the person worked at each company. Your search will find the people in your network who can provide professional references for your candidate. If the candidate is still with the company, enter 2009. [More search tips](#)

Please enter at least one company.

Company name:	Years:	
<input type="text"/>	<input type="text"/>	to <input type="text"/>
<input type="text"/>	<input type="text"/>	to <input type="text"/>
<input type="text"/>	<input type="text"/>	to <input type="text"/>
<input type="text"/>	<input type="text"/>	to <input type="text"/>
<input type="text"/>	<input type="text"/>	to <input type="text"/>

Search



Top 10 LinkedIn Tips for HR Professionals

10 USE APPLICATIONS AND POLLS



Company Buzz
by LinkedIn

Ever wonder what
about your company?
Buzz
associated with
tweets
Custom



Huddle
by Huddle
Huddle
online



SlideShare Presentations
by SlideShare Inc

SlideShare is the best way to share
presentations on LinkedIn! You can
upload & display your own
presentations. check out



WordPress
by WordPress

Connect your virtual lives with the
WordPress LinkedIn Application. With
the WordPress App, you can sync
your WordPress blog posts with your



Reading List by Amazon
by Amazon

Extend your professional profile by
sharing the books you're reading with



Google Presentation
by Google

Present yourself and your work.
Upload a .PPT or use Google's online
application to embed a presentation
on your profile.

Poll Results

What is the best definition of an entrepreneur?

By Charlie Rose

Overall Results

By Job Title

By Company Size

By Job Function

By Gender

By Age

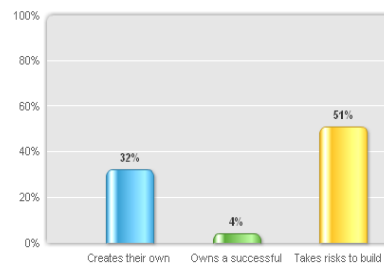
Share this URL:

<http://polls.linkedin.com/>

Copy link to share results

LinkedIn

13,906 responses since Mar 06, 2009



Comments (334)



Tips for Growing Your Network

- Invite contacts using their email address
- Invite contacts you have been educated or worked with by stating how you know them
- Use the Outlook toolbar or other address books to validate and invite multiple users

BE CAREFUL!!!

- If you invite strangers to join your network and nine people respond that they do not know you, you will not be allowed to use this invite mechanism in the future



New Products



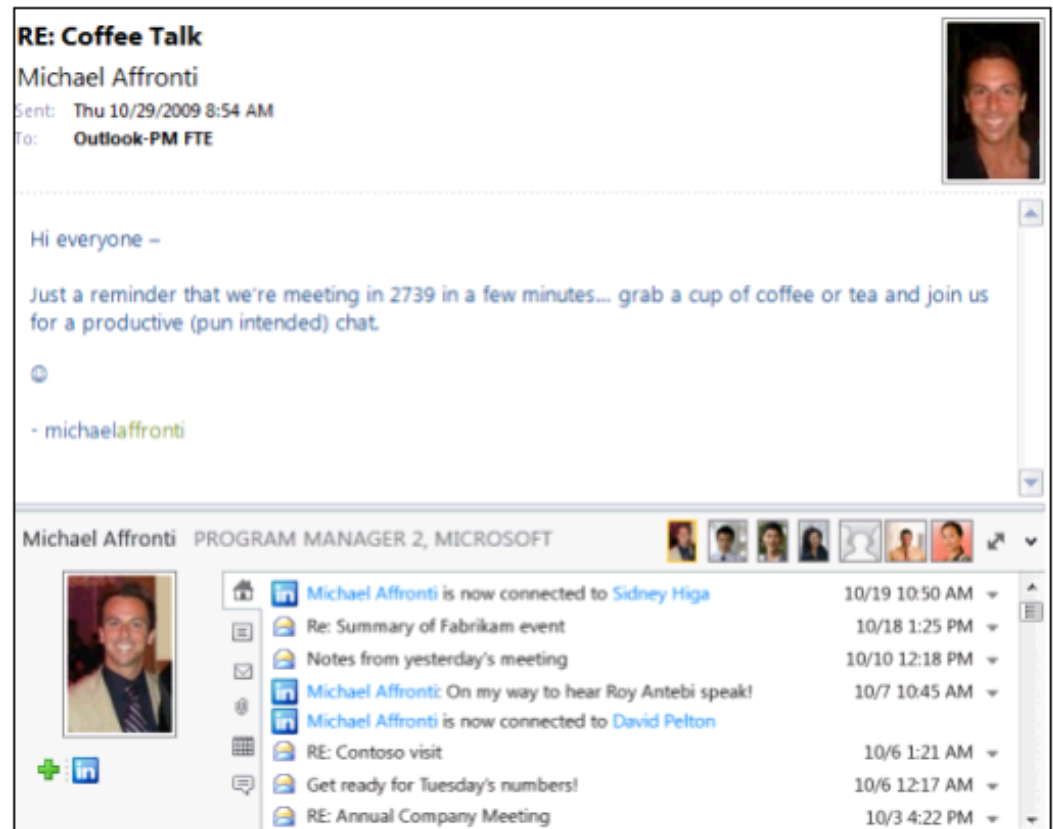


Outlook Social Connector

Keep up with LinkedIn connections right from your email inbox

Keep building your professional network from Outlook

Keep building your professional network from Outlook






LinkedIn Profile Organizer

Reorder the Sections of your profile


Twitter **NEW** • [abronzan](#) [Edit]

Public Profile <http://www.linkedin.com/in/abronzan> [Edit]

 **Summary** [Edit]

I am a **Drag to rearrange profile sections** user, and design thinker with a degree in human-computer interaction. I have professional and research experience in social media, online professional networking, mobile interaction, and children's products. I love building innovative and exciting products. I believe in human-centered design principles, and I tackle projects from a vigorously user-centered approach.

Specialties:
Interaction design, user-centered design, social media, product management, product strategy

 **Experience** + Add Position

Associate Product Manager at LinkedIn [Edit]
Privately Held ; Internet industry
August 2009 – Present (7 months)
Helping professionals to represent and manage their online professional identities.

Work as team product lead for the LinkedIn profile page, managing features and development work. Some of my duties include:



LinkedIn Faceted Search

Account Type: Basic Welcome, Esteban Kozak · [Add Connections](#) · [Settings](#) · [Help](#) · [Sign Out](#)

LinkedIn Home Profile Contacts Groups Jobs Inbox (9) More... Search People linkedin

Search
linkedin
☐ Keep refine selections
Search Show more...

Sort by: Relationship View: Basic 33,778 results for linkedin [Save this search]

Refine By BETA

Location

- ☒ All Locations
- ☐ United States (20762)
- ☐ San Francisco Bay Area (2444)
- ☐ India (2303)
- ☐ United Kingdom (2101)
- ☐ Greater New York City Area (2079)

Show more...
Enter location name

Relationship

- ☒ All LinkedIn Members
- ☐ 1st Connections (192)
- ☐ 2nd Connections (2706)
- ☐ Group Members (860)
- ☐ 3rd + Everyone Else (30390)

Show more...
Enter relationship name

Industry

- ☒ All Industries
- ☐ Information Technology and Services (4219)
- ☐ Marketing and Advertising (2709)
- ☐ Staffing and Recruiting (2301)
- ☐ Computer Software (1947)
- ☐ Internet (1782)

Show more...
Enter industry name

Current Company

Past Company

School

Groups

Profile Language

Reid Hoffman IN TOP
Partner at Greylock
San Francisco Bay Area | Internet
In Common: > 120 shared connections > 2 shared groups

David Hahn IN TOP
Director of Product Management, LinkedIn
San Francisco Bay Area | Internet
In Common: > 83 shared connections

Candy Chastain Mielke IN TOP
Consultant at LinkedIn
Colorado Springs, Colorado Area | Internet
In Common: > 128 shared connections > 2 shared groups

Wade Burgess IN TOP
Business Leader
Greater Omaha Area | Internet
In Common: > 44 shared connections > 2 shared groups

Alex Vauthey IN TOP
Director of Engineering, Monetization at LinkedIn
San Francisco Bay Area | Information Technology and Services
In Common: > 103 shared connections

Ruslan Belkin IN TOP
Sr. Director of Engineering at LinkedIn
San Francisco Bay Area | Computer Software
In Common: > 95 shared connections

Elizabeth Reaves IN TOP
Product Manager at LinkedIn
San Francisco Bay Area | Internet
In Common: > 92 shared connections > 4 shared groups

Riccardo Ferretti IN TOP
Principal Engineer at LinkedIn
San Francisco Bay Area | Computer Software
In Common: > 121 shared connections

Shirley Xu IN TOP
Data Scientist at LinkedIn
San Francisco Bay Area | Internet
In Common: > 108 shared connections

Search tools
[Advanced search](#)
[Saved Searches](#)

Ads by LinkedIn Members
[S&OP Summit](#)
group
January 20/21 2010,
The Palms Hotel Sales
& Operations Planning
Innovat
[events.linkedin.com](#)
From: Richard Bracchi

[Channel Not Performing?](#)
relayware
On demand solutions
for channel
performance
optimization.
[www.relayware.com](#)
From: Mike Morgan

[What's this?](#)



LinkedIn for iPhone 3.0





LinkedIn Address Book Upgrade

My Connections

Imported Contacts

Profile Organizer

Network Statistics

Add Connections

Remove Connections

Filter Connections

Select: All, None

ABC

All Connections (243)

Tags

colleagues (109)

classmates (41)

webaroo (29)

friends (25)

recruiters (14)

abook (6)

partners (5)

group members (2)

untagged (52)

Companies

Locations

Industries

Recent Activity

Blue, Allen

Vice President, Product Strategy - LinkedIn

310

Bronzan, Aaron

Associate Product Manager - LinkedIn

143

Brooks, Steven

Sr. UX Designer - LinkedIn

187

Burdo, Tom

Senior Associate - Insite Search

269

Burgess, Dave

Architect and Sr Principal Engineer - Yahoo!

500+

Burgraff, Ann

Co-leader Singapore Volunteer Chapter - Room to Read

500+

Cadigan, Steve

VP People Operations - LinkedIn

500+

Campana, Ed

Senior Recruiter - LinkedIn

500+

Allen Blue

VP Product Strategy and Co-Founder at LinkedIn

313 connections (1 is new)

Send message

Edit details

Tags: colleagues, abook, Edit tags

Email: allen@gmail.com Primary

Phone: (650) 733-2912 work

Title: Vice President, Product Strategy

Company: LinkedIn

IM: allenblue Skype

Address: 2029 Stierlin Ct Mountain View, CA 94043 United States work

Birthday: November 7

Click Equations

Save Time & Drive Higher Profits Powerful Reporting and Algorithms

www.ClickEquations.com

From: ClickEquations

Management Leadership

eCornell

Learn Ivy League Management At eCornell. Best In Class Programs.

www.eCornell.com

From: Juefeng Ge

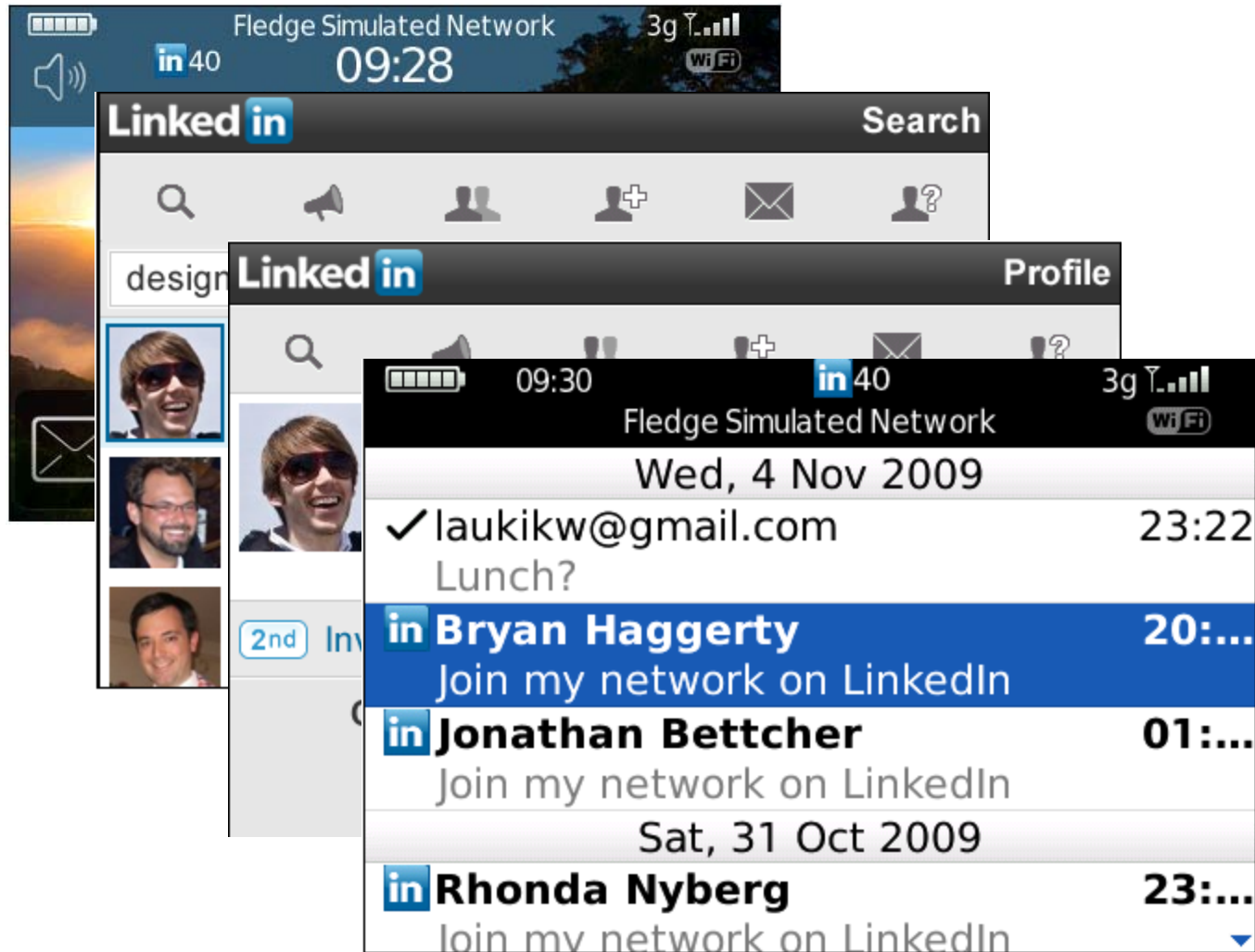
What's this?

You are testing the new LinkedIn Connections page. Opt out. Send your feedback

26 outstanding sent invitations | Export connections

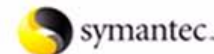


LinkedIn BlackBerry App





Companies Are Connecting With LinkedIn Members





Ideas for Tomorrow

- The internet has changed forever. So, ...
 - How will we set ourselves up to be successful in our careers?
 - How will we build relationships with individuals, not just companies?
 - How will we embrace the ubiquity of online profiles?
 - How will we put a face to our brands?
 - How will we form authentic, lasting connections?
 - How will we leverage the scale of networks to develop relationships, with no immediate sale in sight?
 - How will we authentically leverage the increasing reliance by professionals on networks for collaboration?



5 things you can do in the next 24 hours

- ✓ Enhance your personal brand
- ✓ Commit to updating your status regularly
- ✓ Start/join an alumni or networking groups
- ✓ Add at least one application to your profile
- ✓ Work with key stakeholders to determine corporate tactics for harnessing LinkedIn as a recruiting/ branding tool



Resource Center

Learning Center:

<http://learn.linkedin.com>

Free Webinars:

<http://learn.linkedin.com/training>

Corporate Solutions:

<http://talent.linkedin.com>



Questions?





Linked in®