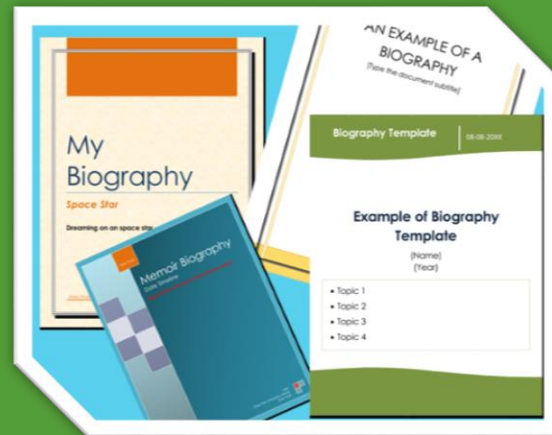


A PROFESSIONAL BIOGRAPHY

classroom material prepared by Agata Romanska, MA



Which elements are important in a professional bio?

- a current photo
- marital status and family info
- address and phone number
- hobbies & interests
- professional achievements
- professional objectives
- qualifications
- positions held and dates



A recognized expert with more than 15 years of successful experience in HR, Erica has a proven ability to identify and develop management talent. She heads up Black, Bone & Winter's executive search team, filling strategic positions for industrial clients and government departments.

Having earned her Master's in Management from the London School of Economics, Erica first went to work in the car industry, quickly earning a reputation for boosting productivity while maintaining quality. She then moved into HR, steadily making the transition from shop floor management to global responsibility for managing 4,500 people.

Erica is most fulfilled when helping people to maximize their potential, and having championed numerous personal development initiatives in the car industry, in 2010 she co-founded BBW, an executive search firm that specializes in placement of executives. To date, she has successfully completed hundreds of successful searches.

Leveraging her professional network (she is an active member of the Chartered Institute of Personnel and Development), Erica also chairs 'Work on wheels', an association that lobbies the car industry to employ more disabled people. She has made numerous TV appearances and is the author of a best-selling book, *How to be headhunted*. Erica lives in London with her husband, two children and three cats.

Erica Winter's bio (p.18)

Read it and find information about:


1. her current position
2. background
3. recent achievements
4. other

Which of the following recommendations did she not follow in the model bio?

- 1 Ideally your bio should be between 150 and 300 words long, and never more than one page.
- 2 Use the third person (*he, she*) to sound more professional.
- 3 Include a head and shoulders photo of yourself in business clothes.
- 4 Give a brief description of your business and your customers.
- 5 Describe your key professional achievements.
- 6 Include any professional qualifications and awards you have received.
- 7 Mention organizations, associations or clubs you belong to.
- 8 Add to your credibility by mentioning media appearances and publications.
- 9 Include your contact details in your final paragraph.
- 10 Add a human touch that people will remember you for, such as mentioning your family life, hobbies, etc.


Using adverbial participle clauses

present – happening at the same time



She heads up Black, Bone & Winter's executive search team, filling strategic positions for industrial clients and government departments.

Having earned her Master's in Management from the London School of Economics, Erica first went to work in the car industry ...



Find and underline six more examples in the model bio.

past – something that happened before

Creating adverbial participle clauses (p.19)

5 Rewrite these extracts from biographies using participle clauses.

- 1 Jack works at Bell Labs, where he manages a mobile communications research team.
- 2 Because he didn't know what else to do, Bobby started playing in a piano bar.
- 3 Suzanne served her apprenticeship with the legendary Paul Bocuse, then opened her own restaurant.
- 4 Marie didn't wish to spend all her life in the family business, so she undertook a round-the-world tour.
- 5 Jochen took up teaching because he failed to qualify as a lawyer.
- 6 Fran got the idea for the new product while she was a research scientist in the chemicals industry.
- 7 Because he met a lot of doctors in his previous job, Frederick realized there was a gap in the market.
- 8 Once Henry's new business had been launched, it grew fast.

Vocabulary & answers

- | | |
|---|---|
| 1. Bid – an offer to do work or provide a service | 1. ..., managing a mobile communications research team. |
| 2. Broker – sb who organizes business deals for other people | 2. Not knowing what else to do, ... |
| 3. Chair – manage, lead | 3. Having served her apprenticeship with the legendary Paul Bocuse, ... |
| 4. Circulation – the number of copies of a newspaper or magazine sold each day | 4. Not wishing to spend all her life in the family business, ... |
| 5. Head up – be in charge of | 5. ..., having failed to qualify as a lawyer. |
| 6. Leverage – borrow capital to make an investment hoping the profits will be greater than the interest payable on the loan | 6. Fran got the idea... while doing research in the chemicals industry. |
| 7. Lobby – try to influence politicians/people in authority on a particular subject | 7. Having met a lot of doctors in his previous job, ... |
| | 8. Once launched, Harry's new business grew fast. |