

Linked ®

The Basics

WorkSource Workshop | January 10, 2013 | Presented by Lorena Funk



LinkedIn: Why You Need It

What is LinkedIn?

LinkedIn is the world's largest (and favorite!) professional network, helping you to exchange knowledge, ideas and opportunities with a broad network of professionals.

Over 200 Million LinkedIn Members in over 200 countries/territories, and growing fast – 36% in U.S.; 64% in other countries, including...

- ❖ United States – 74 Million
- ❖ United Kingdom – 18 Million
- ❖ Canada – 7 Million
- ❖ India – 18 Million
- ❖ Brazil – 11 Million

A new member joins every one-half second...enough to fill the Roman Coliseum 3 times each day!

Launched May 2003 with 4,500 members.

Now 23rd most visited website in world; avail. in 19 languages; if country, would be 5th largest in world.

Average age is about 44; gender is trending slightly more male than female but gap is closing.

Members more likely to be college educated and have higher avg. income (approx. \$90,000).

Over half of LinkedIn members are mgr/sr level executives – all Fortune 500 companies represented.

85 of Fortune 100 companies use it for hiring; derives 50% of income from job search/hiring services.

Top 5 industries represented: IT, Financial Services, Higher Edu, Computer Software, Telecommunications.



LinkedIn: Why You Need It

Distinguishing Between Social vs. Professional Networks

Social networks like Facebook offer tools for casual communication with family & friends:

- ❖ Play games
- ❖ Share photos & videos
- ❖ Rate movies and music
- ❖ Provide relationship statuses
- ❖ Discuss religious and political views

LinkedIn is a professional network intended to create business opportunities:

- ❖ Maintain business contacts online
- ❖ Get introduced to professionals & service providers
- ❖ Recommend colleagues & check references
- ❖ Conduct research, find experts and ideas
- ❖ Receive industry news / ask & answer industry questions
- ❖ Find, post or forward jobs

Unlike social networks, LinkedIn's purpose is to present your *professional*, rather than your *personal*, image. Don't confuse the two.



LinkedIn: Why You Need It

Why Do We Care?

LinkedIn establishes your professional profile:

LinkedIn gives you the keys to controlling your online identity. Have you Googled yourself lately? LinkedIn profiles rise to the top of search results, letting you control the first impression people get when searching for you online.

LinkedIn makes it easy to stay in touch with colleagues and friends:

In today's professional world, people change jobs and locations constantly. By connecting on LinkedIn, your address book will never go out of date. Your contacts update their profiles, keeping you current with their latest jobs, projects and contact info. You'll stay in closer contact with great tools to communicate and collaborate.

LinkedIn helps you find experts and ideas:

Tools like Answers and Groups let you locate and interact with experts through trusted introductions. LinkedIn Search lets you explore the broader network by name, title, company, location, and other keywords that will help you find the knowledge and people you're looking for.



LinkedIn: Why You Need It

Why Do We Care? *(continued)*

LinkedIn helps you explore opportunities:

Whether you're looking for a career opportunity, winning new clients or building your professional reputation, LinkedIn connects you to jobs, sales leads and ideal business partners. With a powerful search engine, company research tools and a jobs board that shows who you know at listed companies, LinkedIn is the place to turn for new opportunities.

And for what may be the very best reason...

LinkedIn has become the favored method for recruiters, HR, and hiring managers to find and engage job candidates:

Now, more than ever, before companies incur the expense of posting an ad, they will first go to LinkedIn. With the explosive growth of LinkedIn due to the recession, companies are rapidly realizing its enormous value. Within the next few years, the need for resume databases on the job boards will become secondary to social media sites, as companies become reluctant to pay high database fees when the information is free on LinkedIn.



LinkedIn: How to Join

Becoming a Member is Easy

Go to

www.linkedin.com

Enter:

Your First Name

Your Last Name

Your Email Address

Create a Password

Click “Join Now”

LinkedIn

Email Password [Forgot your password?](#)

Be great at what you do.

Get started – it's free.
Registration takes less than 2 minutes.

First Name

Last Name

Email

Password (6 or more characters)

By joining LinkedIn, you agree to LinkedIn's [User Agreement](#), [Privacy Policy](#) and [Cookie Policy](#).

Find a colleague:

LinkedIn member directory: [a](#) [b](#) [c](#) [d](#) [e](#) [f](#) [g](#) [h](#) [i](#) [j](#) [k](#) [l](#) [m](#) [n](#) [o](#) [p](#) [q](#) [r](#) [s](#) [t](#) [u](#) [v](#) [w](#) [x](#) [y](#) [z](#) [more](#) [Browse members by country](#)

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[LinkedIn Updates](#) | [LinkedIn Answers](#) | [LinkedIn Jobs](#) | [Jobs Directory](#) | [Company Directory](#) | [Events Directory](#) | [Groups Directory](#) | [Skills Directory](#) | [Service Provider Directory](#) | [Title Directory](#)



LinkedIn: How to Join

Becoming a Member is Easy

Make your selections from the drop-down menus

Click “Create my profile”

LinkedIn

Susan, let's start creating your professional profile

* I live in: United States

* ZIP Code: 91367
e.g. 94043

I am currently: Employed Job Seeker Student

* Most recent job title: Assistant Branch Manager

* Most recent company: Wells Fargo

* Time period: 2002 to 2011

Create my profile

* Indicates required field.

A LinkedIn profile helps you...

- Showcase your skills and experience
- Be found for new opportunities
- Stay in touch with colleagues and friends

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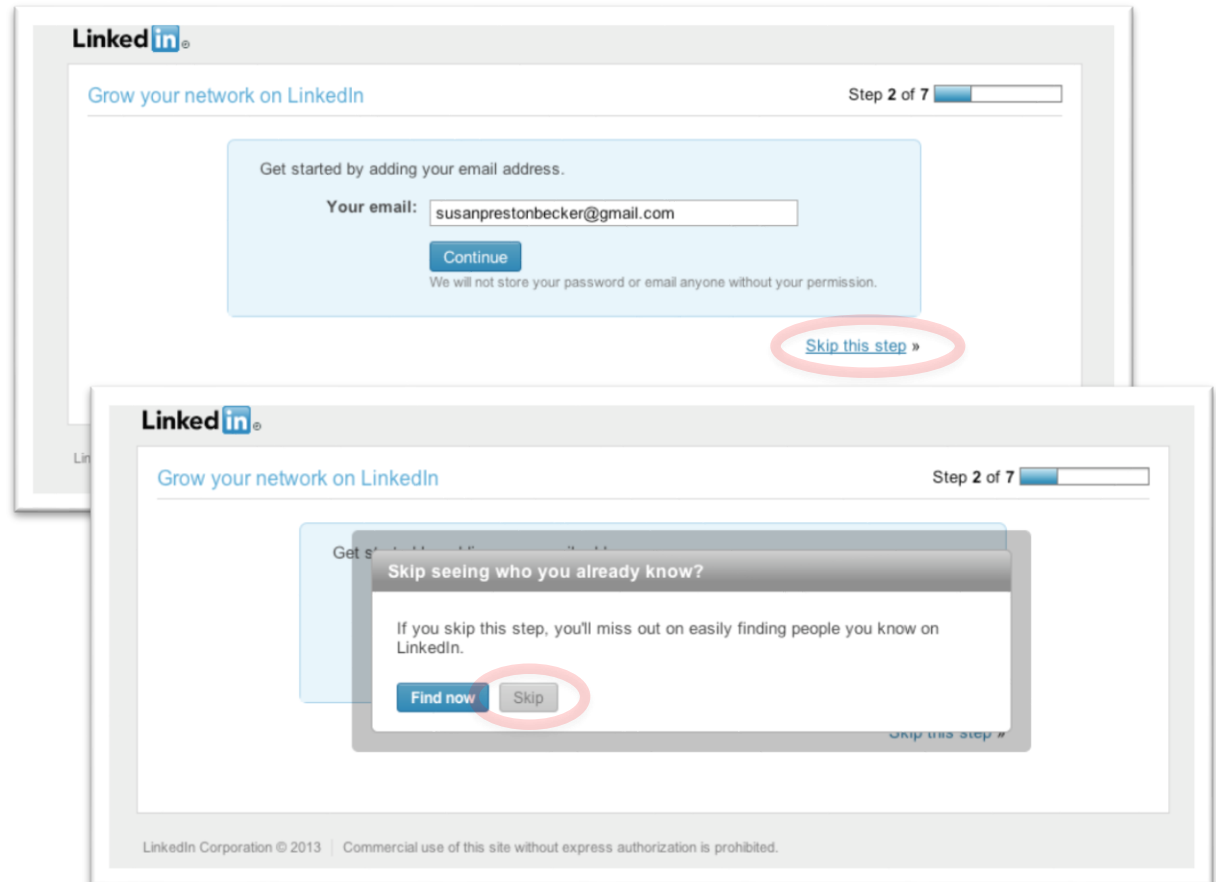
LinkedIn: How to Join

Becoming a Member is Easy

Enter your email address and let LinkedIn search your email contacts for people you know (whom you can then invite to connect)

or

Click “[Skip this step](#)” and then “[Skip](#)” to search your email contacts later





LinkedIn: How to Join

Becoming a Member is Easy

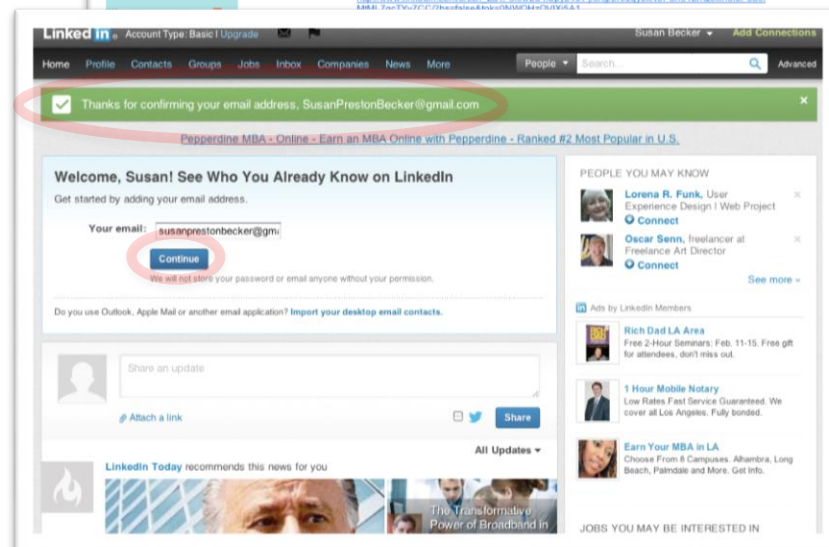
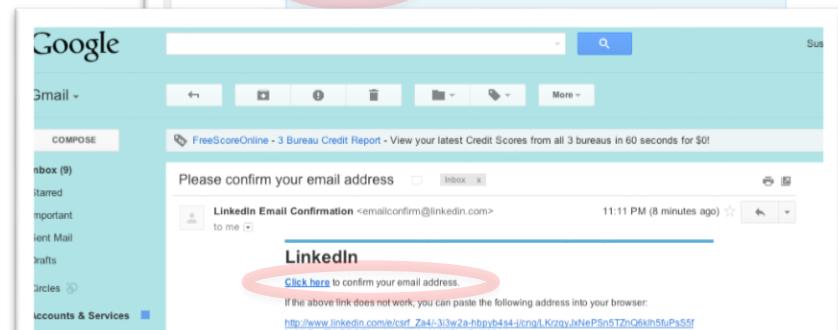
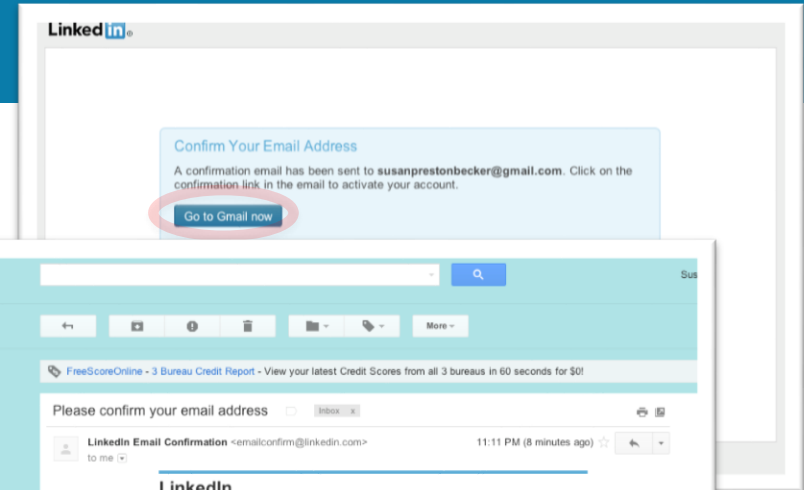
If you chose to let LinkedIn search your email contacts:

Click “Go to (Email) now”

Then login to your email and click the LinkedIn link to confirm your email address

You will then be taken back to your LinkedIn home page with the confirmation message at the top of the screen

Click “Continue” to let LinkedIn search your email contacts





LinkedIn: Setting Up Your Account

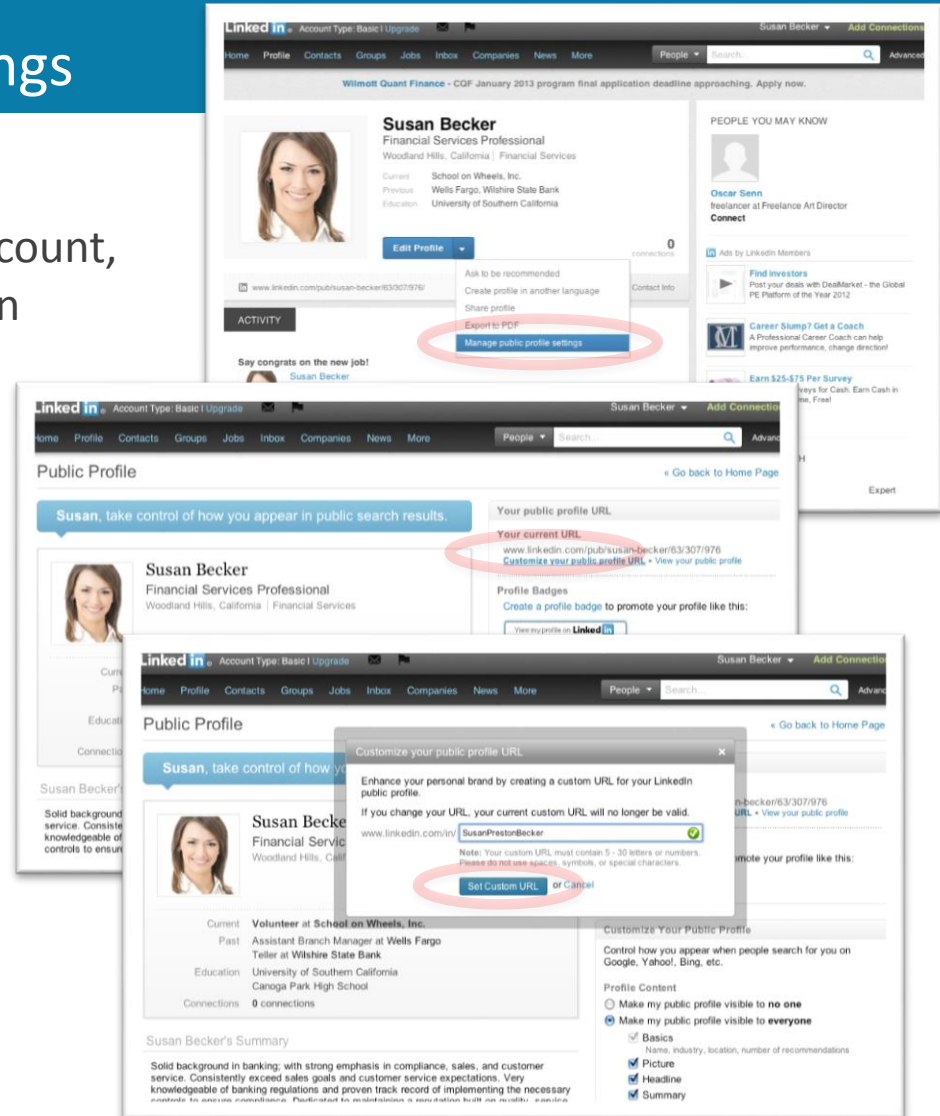
Adjusting Your Account Settings

Now that you have a LinkedIn account, you can personalize your LinkedIn Public Profile URL

Go to Edit Profile and select “Manage public profile settings”

Click “Customize your public profile URL”

Enter desired URL (your name) and click “Set Custom URL”





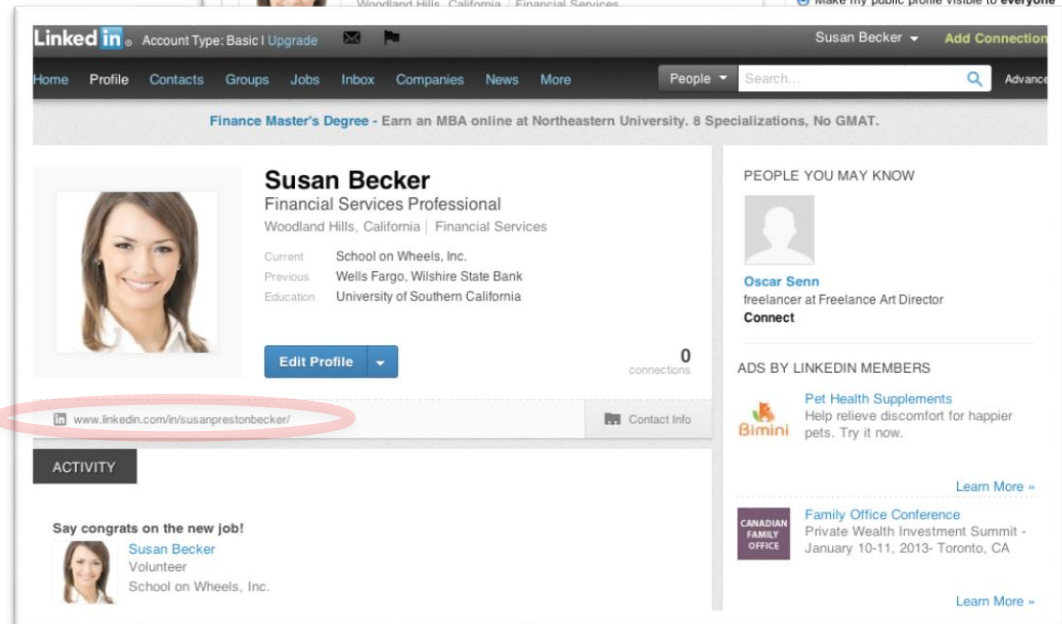
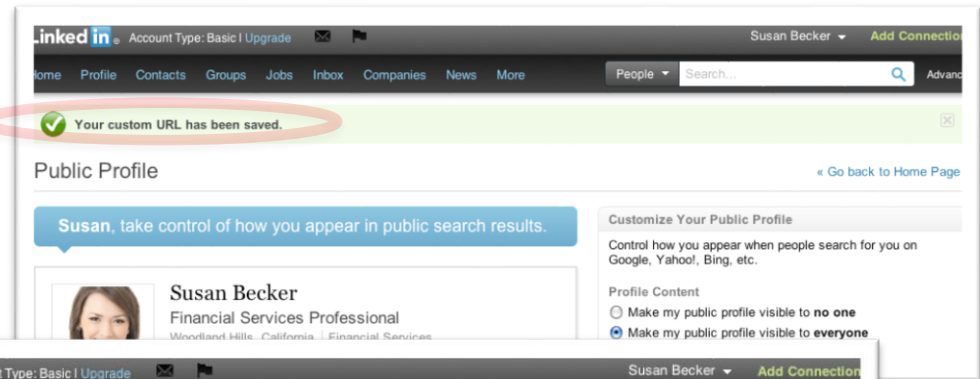
LinkedIn: Setting Up Your Account

Adjusting Your Account Settings

You will see a confirmation message at the top of the page

To verify new URL, select “[View Profile](#)” from the Profile menu, which will now show your personalized URL

This URL can be used on your resume, business card, email signature, etc., to direct people to your LinkedIn Profile



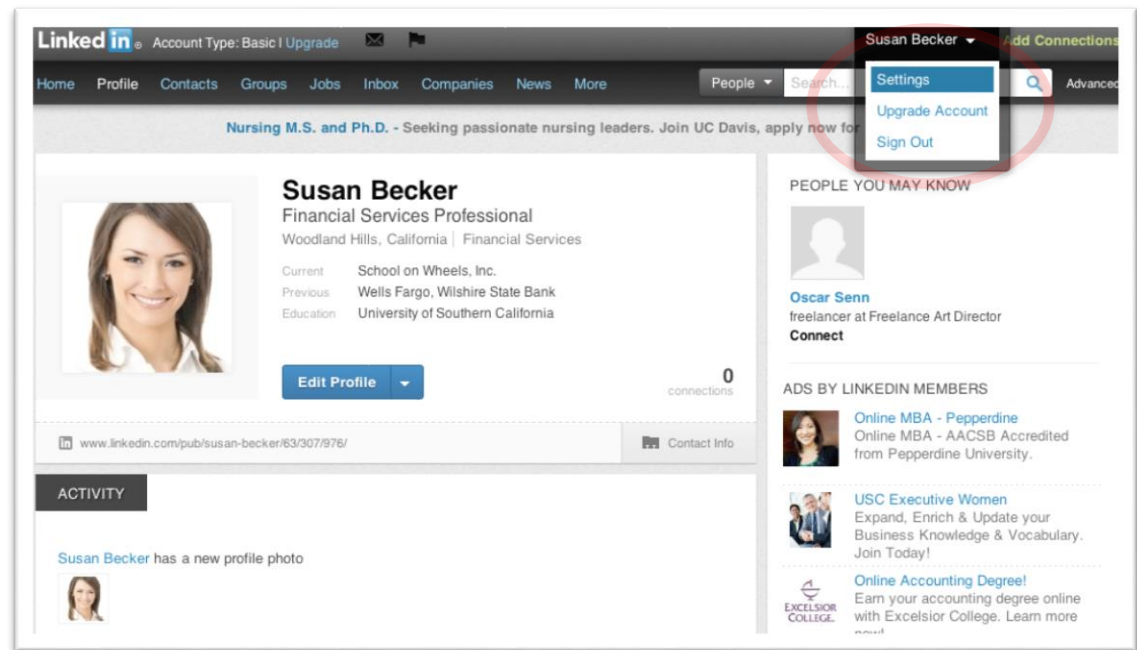


LinkedIn: Setting Up Your Account

Adjusting Your Account Settings

Next, you will want to adjust the preferences and settings for your new LinkedIn account

To adjust your **Account settings**, click on the triangle and your name in the upper right corner, and select **“Settings”** from the pull-down menu





LinkedIn: Setting Up Your Account

Adjusting Your Account Settings

Profile settings control the privacy of your information and activity, and how it's displayed to others

You can:

Turn on/off your activity broadcasts

Select who can see your activity feed

Select what others see when you've viewed their profile

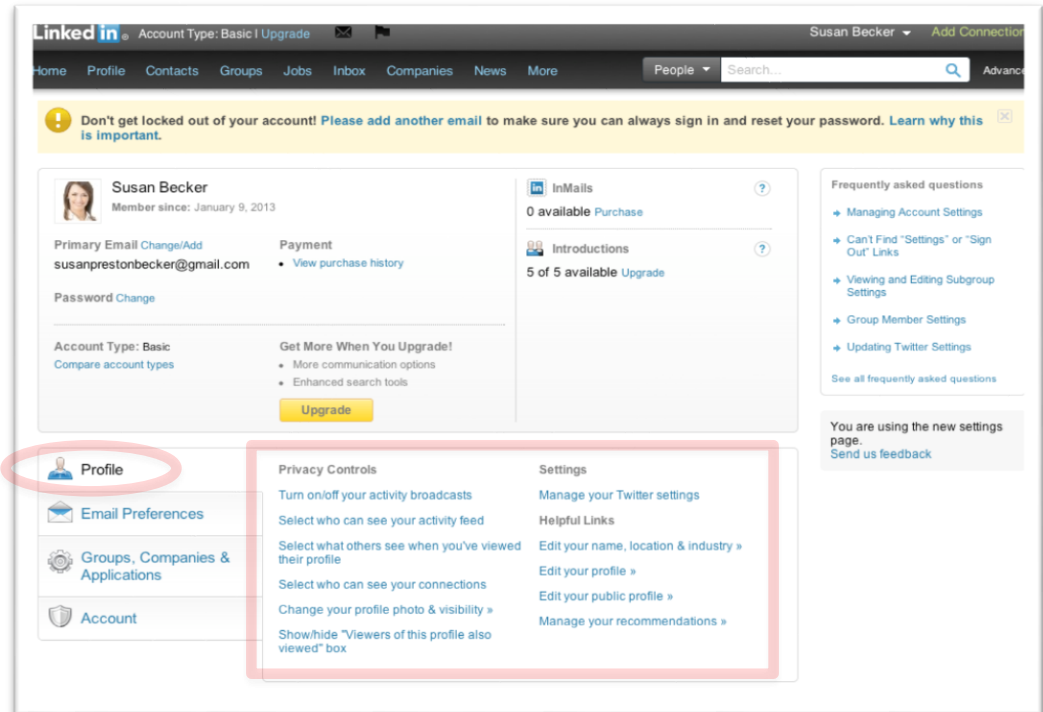
Select who can see your connections

Change your profile photo & visibility

Manage your Twitter settings to share Tweets with your LinkedIn contacts or groups

Edit your name, location, industry, profile, and public profile (how you appear in public search results)

Manage your recommendations





LinkedIn: Setting Up Your Account

Adjusting Your Account Settings

Email Preferences control which communications you want to receive, and from whom

You can:

Select the types of messages you want to receive

Set the frequency of emails

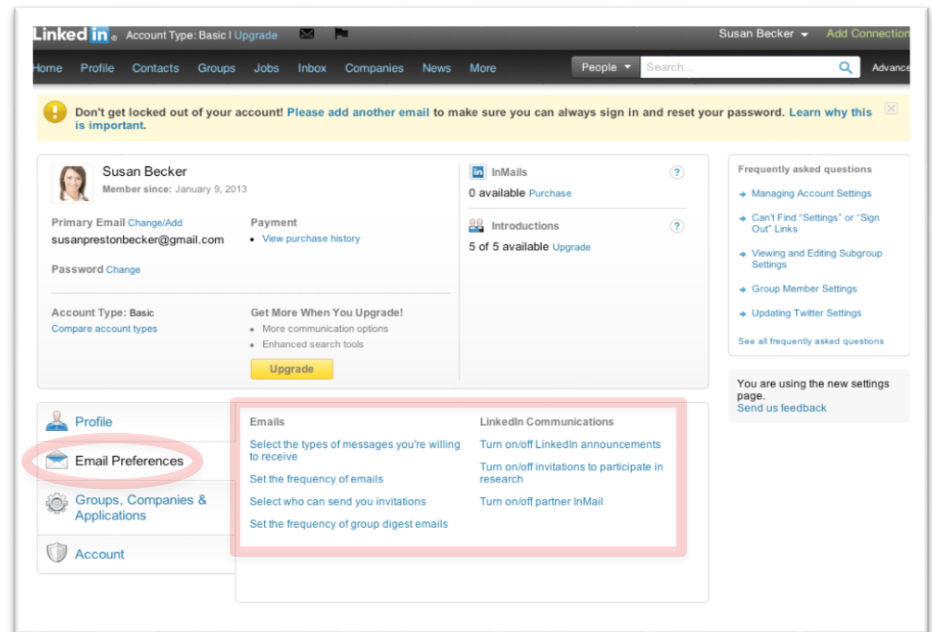
Select who can send you invitations

Set the frequency of group digest emails

Turn on/off LinkedIn announcements

Turn on/off invitations to participate in market research studies

Turn on/off InMail from LinkedIn partners promoting marketing or hiring campaigns





LinkedIn: Setting Up Your Account

Adjusting Your Account Settings

Groups, Companies & Applications control how your groups and companies are viewed, as well as any applications that you want to add

You can:

View your groups and select display order

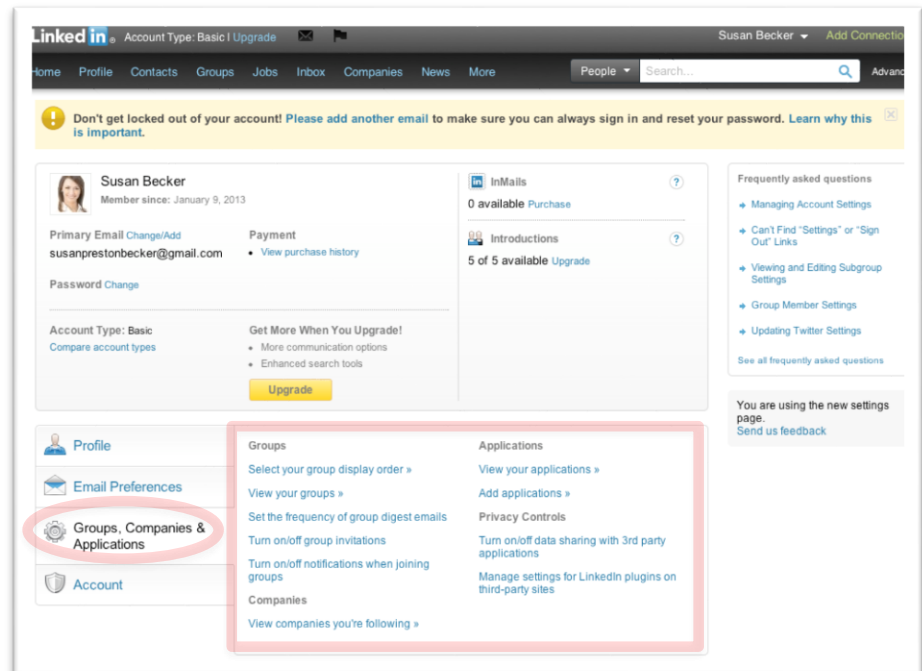
Set the frequency of group digest emails

Turn on/off group invitations

View companies you're following to stay informed of hirings, promotions, departures, job openings and key developments

View and add applications that let you add functionality or share content, such as a resume or portfolio of your work, on your profile page

Turn on/off data sharing with 3rd party applications





LinkedIn: Setting Up Your Account

Adjusting Your Account Settings

Account settings control personal information and the management of your account

Among other things, you can:

Turn on/off enhanced advertising

Change your profile photo & visibility

Show/hide profile photos of members

Customize updates on your home page

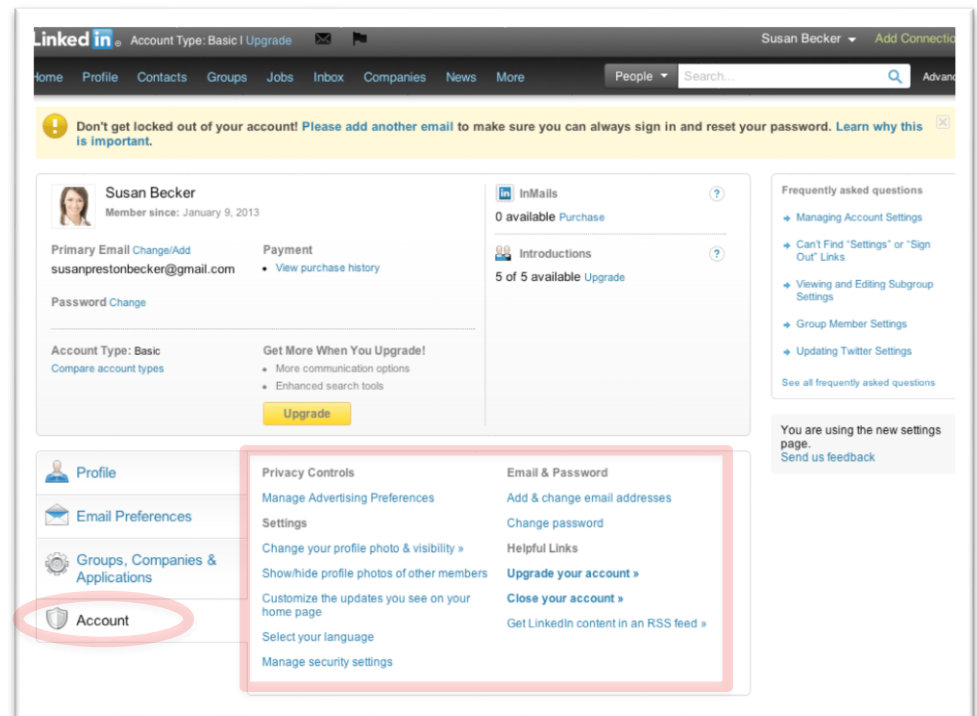
Select your language

Add and change email addresses

Change your password

Upgrade or close your account

Get LinkedIn content in an RSS feed through your favorite RSS feed reader





LinkedIn: Building Your Profile

Where's the Beef?

Everyone starts on LinkedIn with a profile. It can be as simple as your name. But there are *four reasons* why you want your profile to be “*beefy*”:

1. Your Profile is an opportunity to tell your story –

- ❖ The depth and breadth of your experience
- ❖ Your professional recommendations
- ❖ Your certifications and educational experience
- ❖ Your brand – positioning as expert in your field and best choice for job

2. Every word in your profile is keyword searchable –

- ❖ Beefy profiles increase your chances of being found
- ❖ Recruiters, HR, and Hiring Managers use keyword searches to find those with certain types of experience, classifications, and skill sets



LinkedIn: Building Your Profile

Where's the Beef?

3. A beefy profile shows that you are not a dinosaur –

- ❖ You keep abreast of current trends in your profession and social media
- ❖ You embrace technology

4. Your profile will regularly be compared with those of your competitors –

- ❖ Include a plethora of information, keywords, and details about who you are, what you hope to accomplish, and how you might be able to assist others
- ❖ See what your competitors are saying about themselves—awards they've won, certifications they hold, types of projects they've worked on—to jog your memory and remind you of similar information you could include in your own profile



LinkedIn: Building Your Profile

Why You Want a 100% Complete Profile

Research shows you will be **40 times more effective** on LinkedIn if you have a fully completed profile. Failing to complete your profile is like playing golf with a bag full of putters. Use all the tools that LinkedIn offers!

LinkedIn's definition of a 100% Complete Profile (2012):

- ❖ Name and Position.....25%
- ❖ Picture.....5%
- ❖ Summary.....5%
- ❖ Specialties.....5%
- ❖ Education.....15%
- ❖ Past Job #1.....15%
- ❖ Past Job #2.....15%
- ❖ Recommendation #1.....5%
- ❖ Recommendation #2.....5%
- ❖ Recommendation #3.....5%



LinkedIn: Building Your Profile

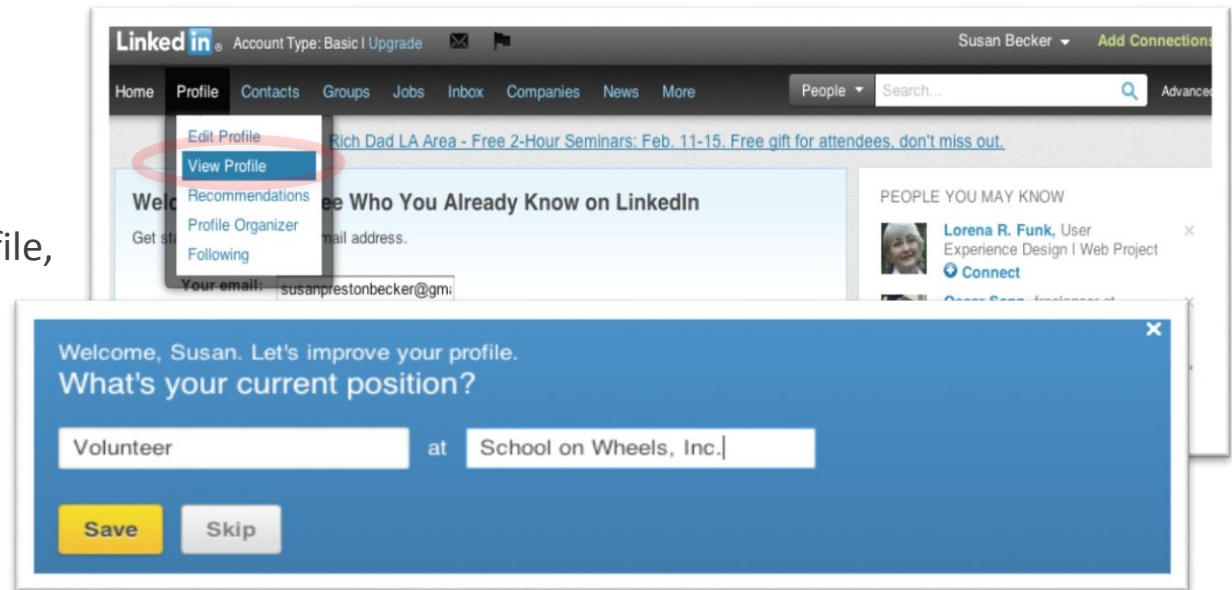
The “Interview” Process

Congratulations!
You now have a basic
LinkedIn profile.

To complete your profile,
select “[Edit Profile](#)”

LinkedIn will begin
an interview process,
asking questions and
prompting you for
further details about
your work and educational history

It’s helpful to have a copy of your resume handy. Just answer the questions as they’re presented in order to input the details, which can always be adjusted later. At this stage, it’s more important to capture the details and then go back and fine-tune the results later.





LinkedIn: Building Your Profile

The Personal Identification Box – Your “15-Second Bumper Sticker”

Identifies your key information:

- ❖ Your Name
- ❖ Your Headline
- ❖ Your Photograph
- ❖ Your Location
- ❖ Your Industry

This key info travels with you, and is displayed whenever you participate in discussions with Groups, Answers, or are connecting with new people

The screenshot shows a LinkedIn profile for Dieter Hertling. The profile is highlighted with a red box, indicating the 'Personal Identification Box'. The profile information includes:

- Name:** Dieter Hertling
- Headline:** Learning & Development Executive | Career Coach | Leadership Development Coach | Motivational Speaker
- Location:** Seattle, Washington | Professional Training & Coaching
- Current Employer:** Emprove Performance Group, LLC
- Previous Employers:** Indymac Bank, American Home Mortgage, Citibank
- Education:** University of Washington, Michael G. Foster School of Business

The profile also shows a 'Connect' button, a 'Send InMail' button, and a '500+ connections' indicator. The page includes navigation links, a search bar, and a sidebar with recommendations and ads.



LinkedIn: Building Your Profile

The Personal Identification Box – Your “15-Second Bumper Sticker”

❖ Your Name

Your full name only, plus any high-level academic degrees or certifications, such as PhD, MD, CPA, etc. *(Don't include an MBA)*

Can list a maiden name in parentheses, if desired

Can also list former/maiden name in Edit field (under “[Edit Profile](#)” menu) next to name

(Will not show, but will allow others to find you when searching by your former/maiden name)

The screenshot shows a LinkedIn profile for Dieter Hertling. The name "Dieter Hertling" is circled in red. The profile includes a photo, a headline, and a list of current and previous employers. The current employer is "Emprove Performance Group, LLC". Previous employers include "Indymac Bank, American Home Mortgage, Citibank". The education section lists "University of Washington, Michael G. Foster School of Business". The profile also shows a "Connect" button, a "Send InMail" button, and a "500+ connections" indicator. The activity section shows a post from 3 hours ago stating "Dieter Hertling has edited the Emprove Performance Group, LLC company profile."



LinkedIn: Building Your Profile

The Personal Identification Box – Your “15-Second Bumper Sticker”

❖ Your Photograph

Extremely important to include professional-looking headshot

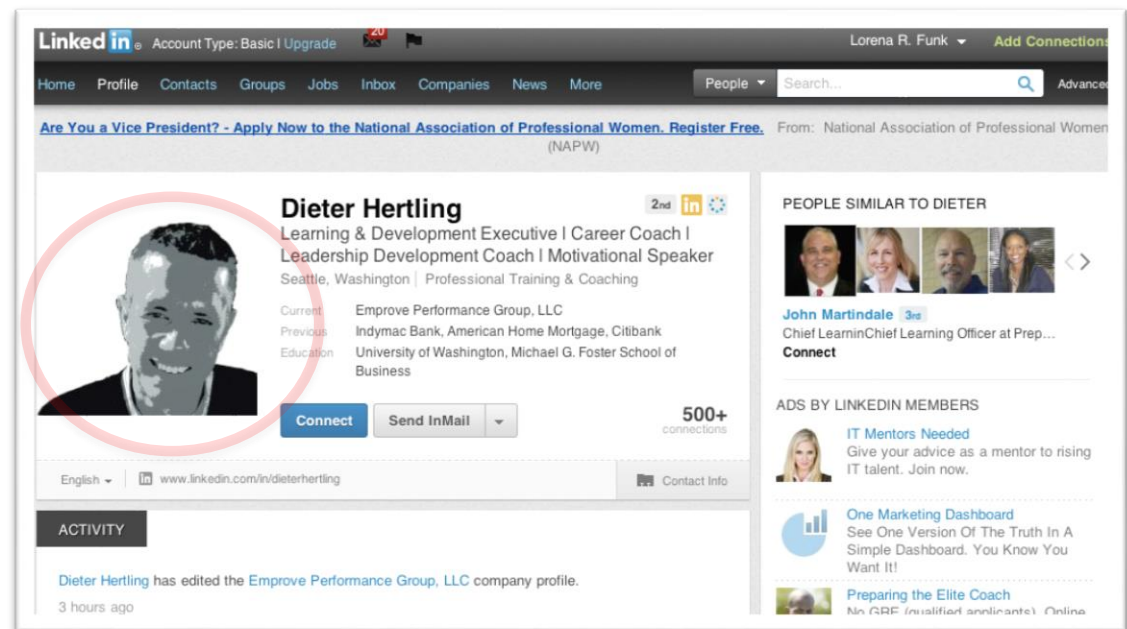
People remember faces easier than names

Smile, wear business attire

Don't use outdated photo!

Many Baby Boomers are reticent, don't want to show their age

Do it anyway, won't be able to hide age when showing up for the interview





LinkedIn: Building Your Profile

The Personal Identification Box – Your “15-Second Bumper Sticker”

❖ Your Headline

Basic: The company you work for and position you hold

Headline field can contain 120 characters, so use them

Better: Clearly express what you do and how you can help

Can be in narrative style

Newer trend is to use key-words separated by pipe symbol, because LinkedIn’s search ranking gives extra weight to words in headline

The screenshot shows a LinkedIn profile for Dieter Hertling. The headline is highlighted with a red circle and contains the text: "Learning & Development Executive | Career Coach | Leadership Development Coach | Motivational Speaker". The profile includes a profile picture, a "2nd" degree badge, and a "Connect" button. The current position is listed as "Empove Performance Group, LLC". Previous positions include "Indymac Bank, American Home Mortgage, Citibank". Education is listed as "University of Washington, Michael G. Foster School of Business". The profile has "500+ connections". The activity section shows "Dieter Hertling has edited the Empove Performance Group, LLC company profile. 3 hours ago". The right sidebar shows "PEOPLE SIMILAR TO DIETER" with a list of profiles and "ADS BY LINKEDIN MEMBERS" with several advertisements.



LinkedIn: Building Your Profile

The Personal Identification Box – Your “15-Second Bumper Sticker”

❖ Your Location and Industry

LinkedIn assigns the region based on provided ZIP code

Industry categories offered by LinkedIn are not very specific in some cases, but they are adding more all the time, so check often if your specific industry is not on the current list

LinkedIn Account Type: Basic | Upgrade

Home Profile Contacts Groups Jobs Inbox Companies News More

Are You a Vice President? - Apply Now to the National Association of Professional Women. Register Free. From: National Association of Professional Women (NAPW)

Dieter Hertling 2nd

Learning & Development Executive | Career Coach | Leadership Development Coach | Motivational Speaker
Seattle, Washington | Professional Training & Coaching

Current: Emprove Performance Group, LLC
Previous: Indymac Bank, American Home Mortgage, Citibank
Education: University of Washington, Michael G. Foster School of Business

Connect Send InMail

500+ connections

English | www.linkedin.com/in/dieterhertling | Contact Info

ACTIVITY

Dieter Hertling has edited the Emprove Performance Group, LLC company profile. 3 hours ago

PEOPLE SIMILAR TO DIETER

John Martindale 3rd
Chief LearninChief Learning Officer at Prep...
Connect

ADS BY LINKEDIN MEMBERS

IT Mentors Needed
Give your advice as a mentor to rising IT talent. Join now.

One Marketing Dashboard
See One Version Of The Truth In A Simple Dashboard. You Know You Want It!

Preparing the Elite Coach
No GRE (unqualified applicants) Online



LinkedIn: Building Your Profile

The Summary Section – Your “60-Second Commercial”

The Heart of Your Profile

Think of this section as your cover letter – a short time to grab the reader’s attention

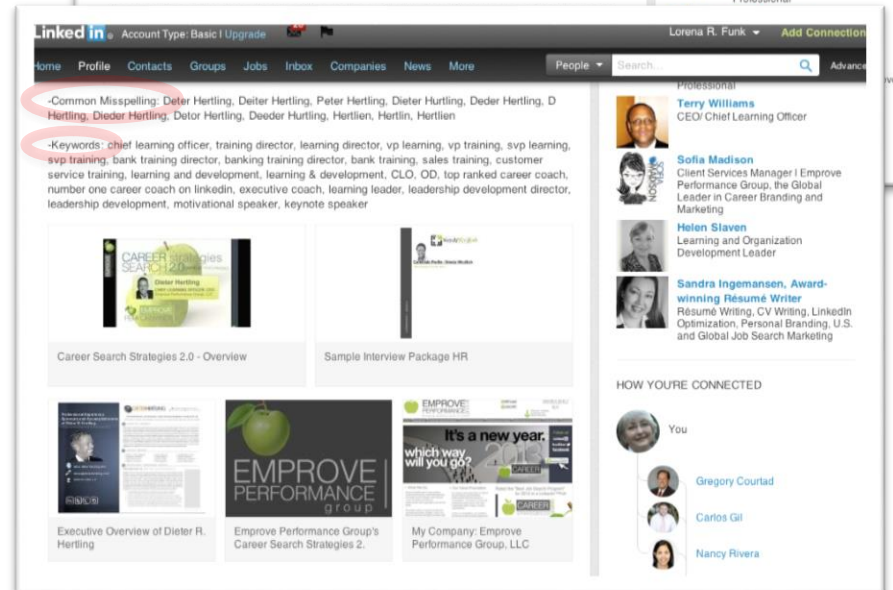
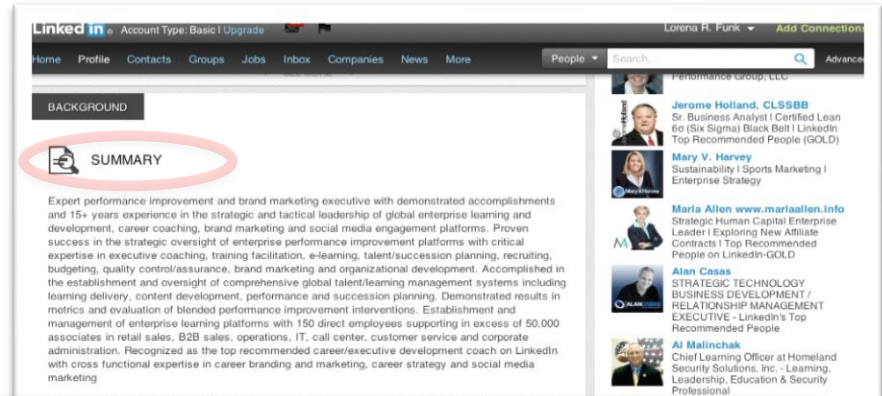
Can contain up to 2,000 characters – use every one!

List quantifiable accomplishments, SARs statements

Load with keywords of your profession and specialties

Keyword searches give extra weight to Summary content

Include common misspellings of name so you’re easy to find





LinkedIn: Building Your Profile

The Experience Section – The “Meat and Potatoes”

Most resembles the traditional resume

Information from this section is also summarized in the top box – to edit info in top box, must go to the Experience section below

Include volunteer activities

Describe in detail with relevant keywords – the position you held, what you accomplished, what unique experience you gained

Highlight present expertise, as well as specialties relating to previous positions – combination of keywords will increase your chances of being found

The image displays two screenshots of a LinkedIn profile's Experience section. The top screenshot shows the 'EXPERIENCE' tab selected, with the current position 'Chief Learning Officer and CEO' at 'Emprove Performance Group, LLC' highlighted. The bottom screenshot shows a previous position 'SVP-Chief Learning Officer' at 'American Home Mortgage' highlighted. Both screenshots show detailed job descriptions and recommendations.

EXPERIENCE

Chief Learning Officer and CEO
Emprove Performance Group, LLC
August 2008 – Present (4 years 6 months) | Greater Seattle Area

COMPANY OVERVIEW
Emprove delivers high-quality, customized learning solutions and consulting services to professionals and corporations all over the world. We partner with our clients to enable the achievement of their strategic and financial objectives through innovative and integrated approaches to learning and process improvement. At Emprove, we go beyond “the event” of learning and take a holistic and strategic approach to ensuring return on investment. Our team of learning professionals provide strategic consulting services in the following areas: Training Department Branding and Execution, Training Staff Development, Sales and Customer Service Training Programs, Leadership Development, Instructional Design Services, On-Boarding, and Development.

POSITION
Manage a team of solutions and vertical strategy in executive offering high LMS/LC partnerships financial and

SVP-Chief Learning Officer
American Home Mortgage
2002 – 2007 (5 years)

Establish and direct strategic national training and organizational development initiatives for top ten financial services institution. Oversee curriculum development, design, delivery, implementation and execution of instructor led, virtual classroom and e-learning curricula for Retail, Wholesale, Telesales, Servicing, Administration and Operations employees. Full budgetary discretion for national training and performance improvement program supporting 10,500 employees nationwide.

- Built platform of 152 employees and over 400 training programs in 5 years.
- Implemented cost control measures to reduce controllable expense by 56% annually.
- Reduced cost of training per FTE by 33%.
- Establishment and development of national acclimation program which reduced training expense by 22%, shortened on-boarding time and increased employee retention by 52%.
- Included into Training Magazine Top 125 for “best practice” platform and innovative programs.
- Developed and managed quality control and coaching program resulting in a 50% improvement in call center performance metrics.
- Created “best in class” on-boarding program to assist in the acquisition of 3500 sales and operations employees.
- Managed a \$12mm budget with multiple cost centers and facilities supporting a nationally-distributed workforce.
- Reduced overall training costs through the establishment of a standard instructional design approach and the implementation of a global educational management system.

38 recommendations, including:

- Jeffrey J. Moore**
GillMoore Mortgage corporation
Dieter has the ability to listen long and hard to all of the permutations of the business dynamic as well as the... View ↓
- Scott Martin**
softWrench Solutions IBM MAXIMO Sim...
Having been a student and a follower of Dieter, he has impressed me with his very valuable mix of passion and business... View ↓

36 more recommendations ↓



LinkedIn: Building Your Profile

The Skills & Expertise Section – “Keyword Heaven”

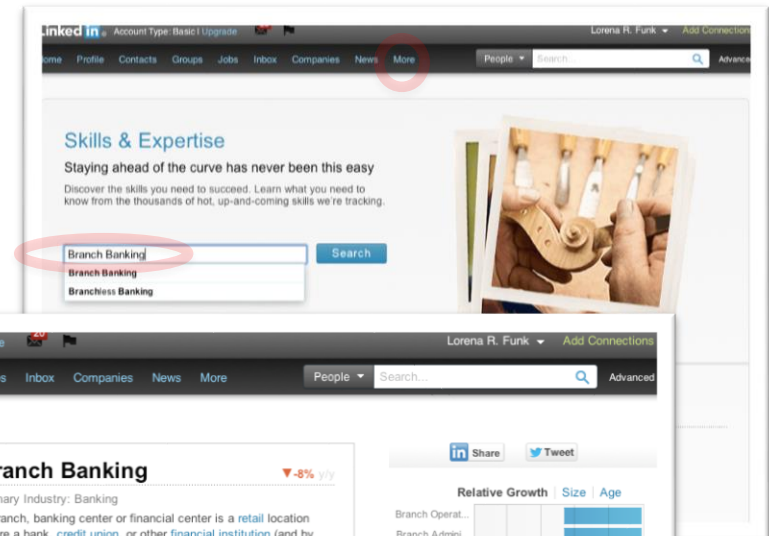
Another chance to be found

Skills & Expertise “search page” provides new ways to enhance your profile and be found through keywords

Example: “Branch Banking” skill

Skills search page results:

- ❖ Description of the skill
- ❖ Professionals with that skill
- ❖ Relative growth of skill
- ❖ Related skills that you may be able to include in your profile
- ❖ Companies in that skill market
- ❖ Groups associated with skill
- ❖ Jobs utilizing that skill



Branch Banking ▼-8% y/y

Primary Industry: Banking

A branch, banking center or financial center is a retail location where a bank, credit union, or other financial institution (and by extension, brokerage firms) offers a wide array of face-to-face and automated services to its customers.

More on 'Branch Banking' at Wikipedia »

[Add Skill](#) [See Suggested Skills](#)

Branch Banking Professionals

- Sarah Palin** (2nd) Vice Presidential Nominee at John McCain 2008
"My fellow Americans, come join our cause. Join our cause and help our country to elect a great man the next..."
- Noora Al Rostamani** (3rd) Head - Human Resources at Samba Financial Group
- Salli Datar** General Manager Branch Banking
Over 20 years of proven track record in leadership roles across leading private sector and MNCs-executing robust...
- Piyali Chowdhry** Vice President & Senior HR Advisor
Fourteen years of experience in human resources in reputed foreign banks in India. I have handled a variety of HR...

Branch Banking Professionals

| Relative Growth | Size | Age |
|------------------|------|-----|
| Branch Operat... | | |
| Branch Admin... | | |
| Branch Banking | | |
| Branch Handling | | |
| Branch Manage... | | |

Related Companies

- ICICI Bank** Banking
- HDFC Bank** Banking
- JPMorgan Chase** Financial Services, Greater New York City Area
- Wells Fargo** Financial Services, San Francisco Bay Area
- Axis Bank** Banking



LinkedIn: Building Your Profile

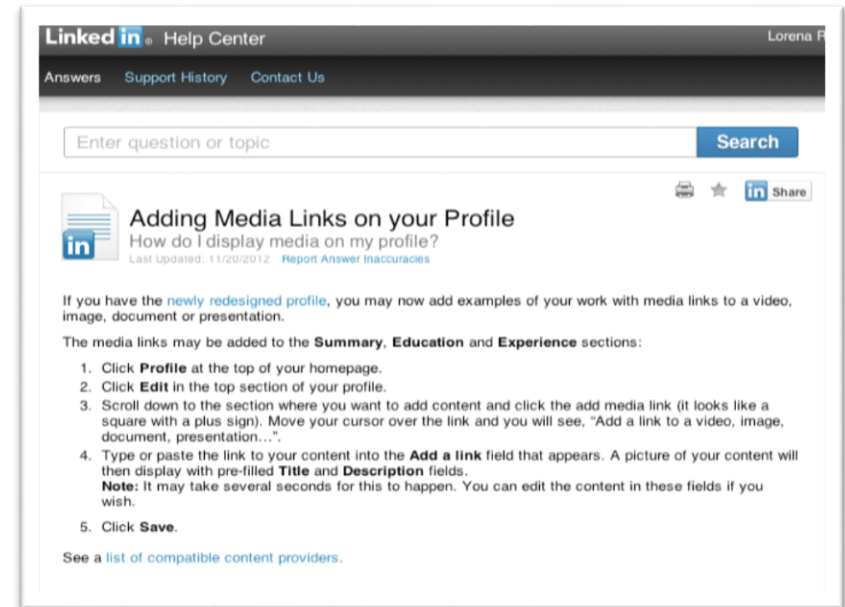
Goodbye LinkedIn Applications

Unfortunately, 3rd party applications are no longer supported by LinkedIn, but there are ways to add files to your LinkedIn profile using the new Rich Media Feature*

You can:

- ❖ Share documents, like your resume, with recruiters & HR
- ❖ Post samples of your work or your creative portfolio on your LinkedIn profile
- ❖ See when your network connections are traveling, and where
- ❖ See what books and industry topics your network connections are reading about

*See http://help.linkedin.com/app/answers/detail/a_id/34325



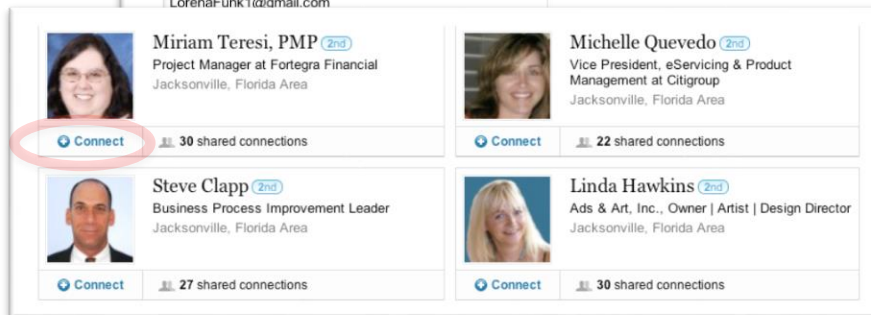
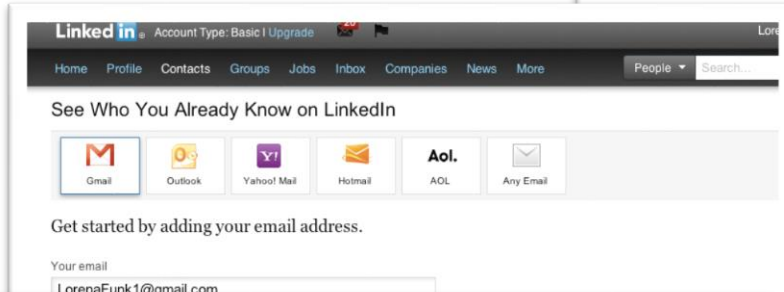
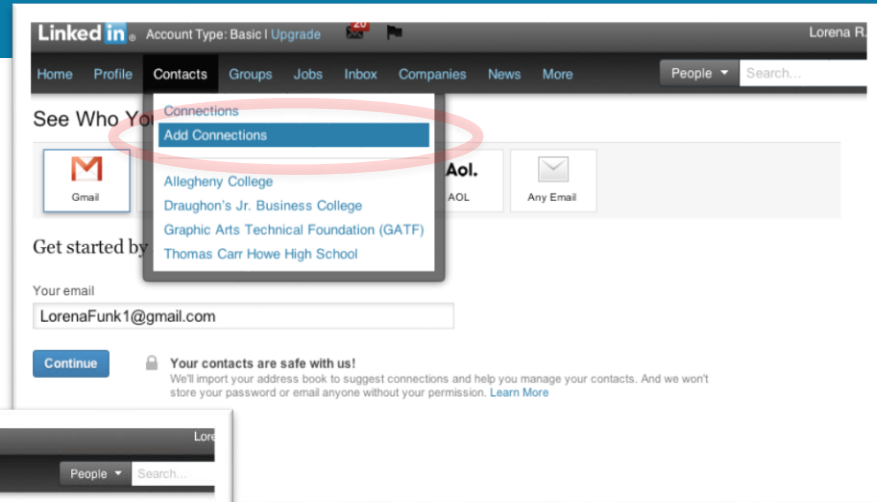


LinkedIn: Making Connections

How to Build Your Network

You can go to the Add Connections menu

Provide Email Password and LinkedIn will search your email contact list for new connections



LinkedIn will search your email accounts for Connections

Clicking “Connect” on any of the results will send a mass, generic LinkedIn invitation to connect

Best method is to add connections individually and personalize each invitation for better acceptance



LinkedIn: Making Connections

How to Build Your Network

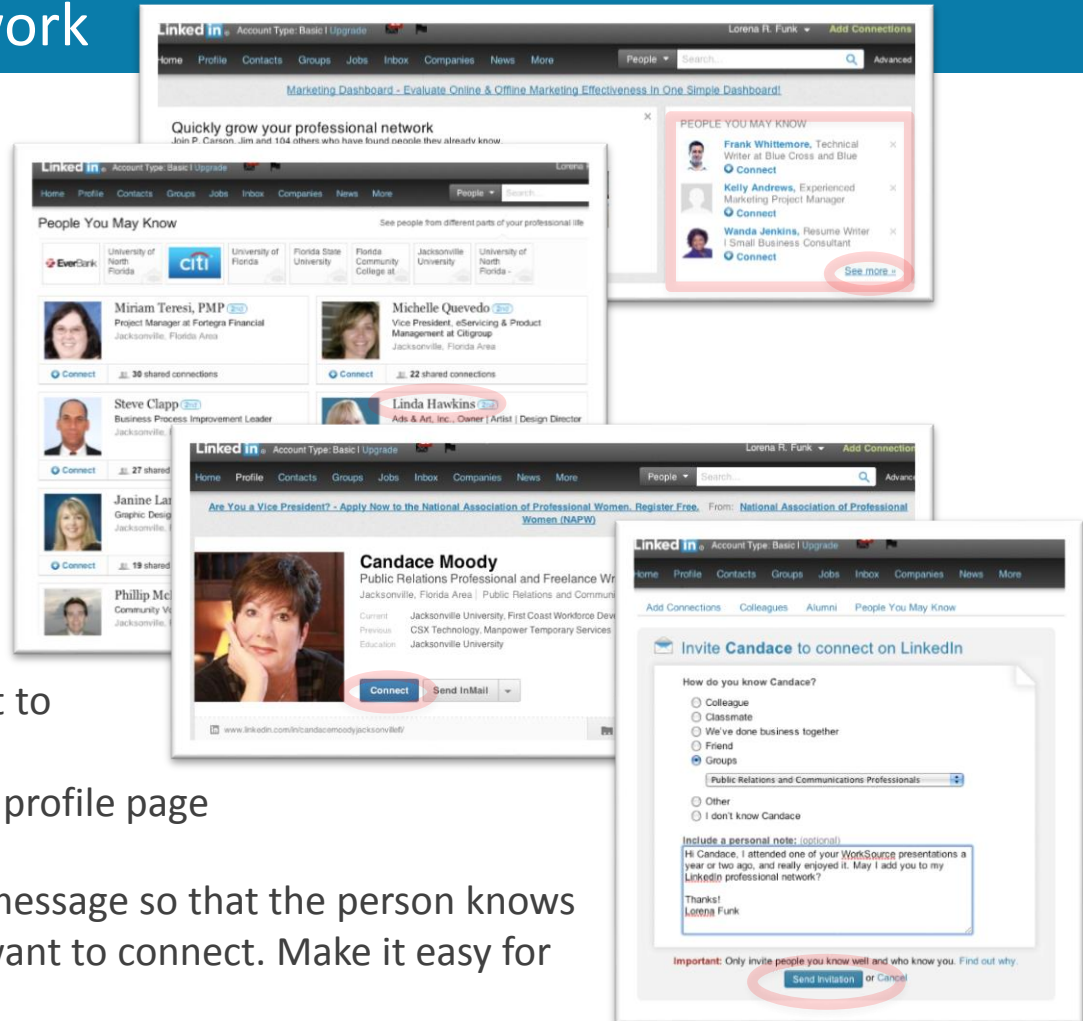
Best Method:
Send personalized
invitations to connect

When you log in, LinkedIn
suggests people to connect
with based on companies
you've worked for and the
Groups you've joined

Click on the name of the
person you want to connect to

Click on "Connect" on their profile page

Be sure to personalize the message so that the person knows
who you are and why you want to connect. Make it easy for
them to accept!





LinkedIn: Joining Groups

The Value of Groups

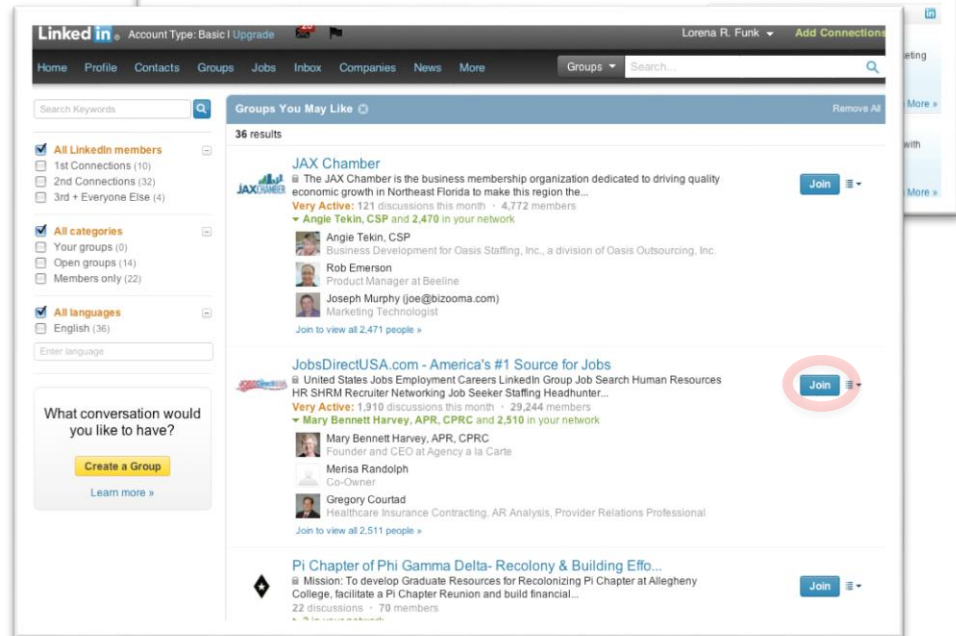
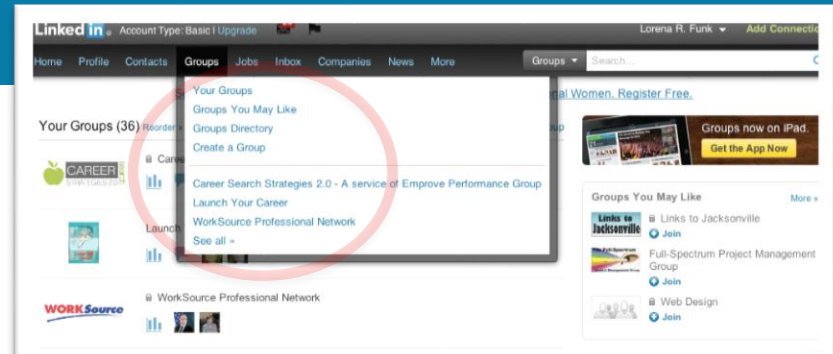
Joining LinkedIn Groups allows you to share in professional conversations about your industry or areas of interest

LinkedIn allows you to join as many as 50 groups

The more groups you join, the more members you will have access to

Join groups in the industry or topic you want to work in

As long as the group is relevant to your interests, go for ones with larger memberships



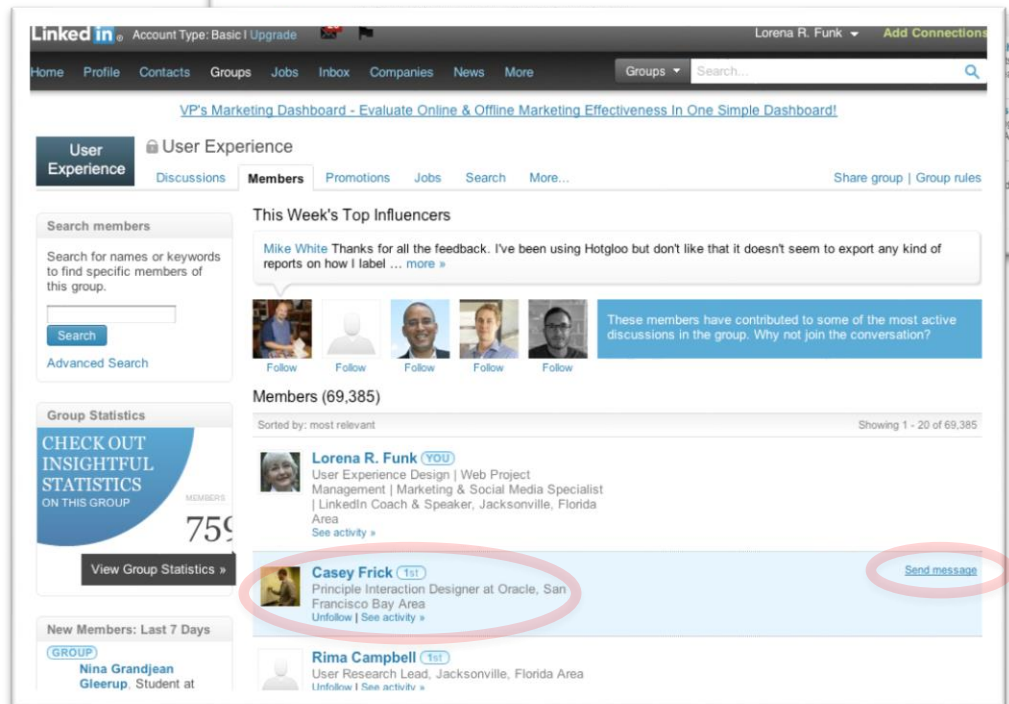
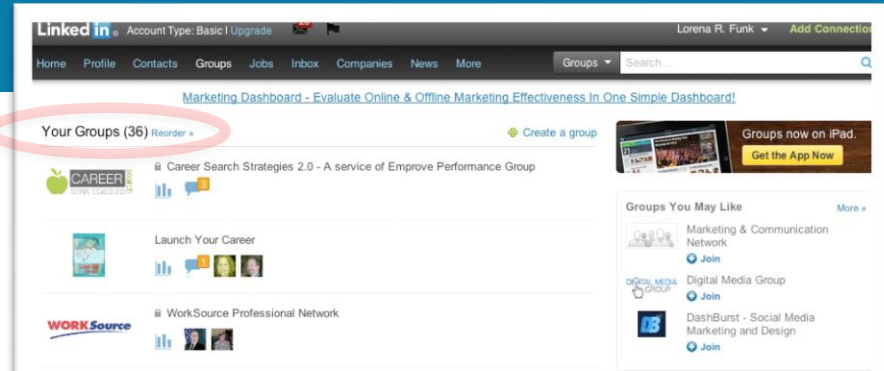


LinkedIn: Joining Groups

The Value of Groups

Joining a group is also a wonderful way to reach out to executives and hiring managers who are not connected to your LinkedIn network

Once you join the same group as the person you want to meet, you are able to send them a LinkedIn message free of charge



Remember...

To make the most of your LinkedIn account!

❖ **Complete your LinkedIn Profile to 100%**

❖ Personalize your Public Profile URL, and use it on your resume, business cards, and email signatures

❖ List quantifiable accomplishments, skill sets, key words, and common misspellings of your name

❖ Use LinkedIn Rich Media to share documents, such as a PDF of your resume and work samples

❖ Build your LinkedIn network by sending personalized, rather than generic, invitations to connect

❖ Ask for LinkedIn recommendations from managers, co-workers, and clients

❖ Join Groups that are relevant to your industry's recruiters and hiring managers

❖ **Log in and use your LinkedIn account every day!**

Thank you for attending!

Questions



www.linkedin.com/in/LorenaFunk