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**SDI SUMMIT**

Santa Clara Convention Center

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**Booth # 307**

## A SPECIALTY RECRUITING FIRM

**Connetics Communications USA** specializes in placing data storage and networking engineering professionals throughout the United States. Its clients range from Fortune 500 firms to venture funded entrepreneurial startups. The company has successfully completed over 300 executive assignments with nearly 100% retention. This achievement stems from long-term relationship building with employers and engineers alike.

Connetics uses a proprietary "white paper analysis" to augment each job description with important background information, such as corporate culture and personality traits the company emphasizes. Before Connetics starts its search, each employer reviews its white paper to ensure it is accurate.

Besides its analytical approach to developing comprehensive engineering job descriptions, Connetics has also developed a unique, 22-step match process it uses

to characterize job candidates. Through the use of such tools, Connetics has earned a stellar reputation for consistent speed, accuracy, and discretion in placements.

Connetics maintains strict confidentiality among its candidates. It has developed a large proprietary database of storage and networking engineers. This allows Connetics to find not just available candidates, but the very best possible ones. Connetics also has strong relationships with the top 25 US engineering schools and derives a third of its placements from them. Connetics is a contingency based permanent recruitment company, so employers pay only for successful matches and job seekers do not pay at all!

Connetics' focus, methods, experience, and track record help companies find the people they need to make their businesses succeed.

### For Clients (Employer)

Connetics USA will help you recruit extraordinary data storage and networking engineers to fill critical positions in your company. Our in-depth, two-stage analysis helps you fully explain each position and specify the skills and other traits you demand. We have an extensive database and relationships derived from many years of successful recruitment. Our success is based on your continuing success in getting the very best engineering talent for your needs

### For Job Seekers

Connetics USA helps data storage and networking engineers find the right opportunity at the right time. As a specialist firm, we know the business. We have long-standing successful relationships with both established companies and executives and financial backers of venture funded startups. We use a proprietary 22-step match process to ensure that a job is right for you. We want you to trust us to respond to your needs and present new opportunities throughout your career.

### Tanya Freedman

Tanya Freedman is co-founder and Vice-President of Connetics. She has completed over 300 executive assignments with almost 100% retention for companies ranging from Fortune 500 firms to entrepreneurial startups. Her aim is to build solid long-term relationships with both clients and engineering professionals, ensuring that companies secure the best talent and candidates find the best positions.

Tanya holds a Bachelor's and Master's degree in Psychology from the University of Witwatersrand (South Africa). Passionate about taking full advantage of the latest recruitment technologies, she was an early adopter of LinkedIn and other platforms such as Recruiteronlinenetwork.com. She is a member of Women in Technology International (WITI) and a sponsor of the Society of Women Engineers.

In this volatile job market, even if you aren't actively looking, it's always beneficial to "put your feelers out" and see what else is out there !

Please let me know if you or any of your colleague might be interested in a new storage position. We also offer \$2000 referral fees if we place someone you send us .

Our mission is to successfully partner with both our clients and our candidates by building long-term relationships. Our team is trained to accurately identify and

understand both client and candidate needs in order to ensure an excellent "fit" from the outset. In fact, we do not measure our success by the number of placements we make, but rather by how successful they are in the long run.

*If you have a hiring need or you are looking for a new career ...  
Connetics USA is your single best solution!*

Contact us today at (858) 523-9292 or visit our website at [www.conneticsusa.com](http://www.conneticsusa.com)



## 3 INSIDER SECRETS TO FINDING THE JOB YOU DESERVE!

Where are the best places to finding your dream job? What are best practices to help you stand out in the candidate pool?

Here are 3 of the best job hunting tips to help you land your next job.

### 1) Network, Profiles and Resume

Did you know that more than 50 percent of positions are part of the 'hidden' job market? This means that companies will first look internally and network for candidates before they advertise their jobs publically. That's why networking is so important. Through active networking you need to get connected to people who can refer you to an employer for a hidden position. You are twenty times more likely to get an interview through a referral. Social media tools are excellent ways to help you network with companies you are interested in working for in the future.

In addition to reviewing your resume, employees will carefully comb over your LinkedIn, Facebook, Twitter and Google + profiles to get a better sense of who you are, your work experience, and your skillsets. Knowing this, provide examples of videos, websites, blogs, project examples, products you developed etc. that showcase your skills and set you apart as a next level candidate. In fact, 92% of employers are now using social media in the hiring process. So carefully review your profile to let your experience shine!

Add a professional headshot, mention any awards you have won, list details of your work experience, and get endorsements from other professionals you

have worked with. Participate in groups, blogs and discussions so that you will look like a subject matter expert and potential employers/recruiters will seek you out.

Think of your resume as a marketing document to get you an interview. Customize your resume to reveal how your skillsets are an exact match for what the company is looking for in the job description. Think about your resume from the hiring manager's perspective and tailor accordingly. Make sure to include achievements and include metrics in terms of the size and scope of the accomplishments. For each job position you list, show a challenge you met, the action you took, and the results you achieved. Recruiters find resumes online through keyword /boolean searches, so make sure to include relevant keywords into your resume. Remember the basics and ensure that there are no spelling mistakes or grammatical errors.

Don't include a generic cover letter. Customize your cover letter by showing how your skills will help to solve a current challenge that the company is experiencing. Do some research about the company so you can speak intelligently about the results you could achieve for them.

### 2) Do your homework thoroughly before an interview

When you are properly prepared it sets you up for success. Research the company, their financials, markets, competitors and product lines. Try to identify any challenges you see they are facing and be prepared to address how you can solve these issues. You can do this by reviewing their website, blogs, LinkedIn company pages and other social media profiles.

You can review the hiring manager's LinkedIn profiles and send a LinkedIn message to get a referral. Use job postings, on job search engine aggregators and social media channels, as leads for networking rather than as an

application button to press. Pay careful attention to see if you have any shared contacts on LinkedIn and mention that you both share a common connection.

Preparing for the interview helps you to ask informed, thoughtful questions that you can weave into the conversation. Know your strengths and weaknesses and understand behavioral questions beforehand. Be able to fluently share results and accomplishments achieved at past jobs.

### 3) Find and connect with a top niche recruiter

They have relationships with the hiring managers at top companies and will know about any available positions (hidden or public) before anyone else. They can give you the inside scoop on the company, the position, and what

they are looking for to give you the best shot of getting hired. They also will help you prepare for the interview.

Looking for a job can often be challenging and frustrating. But you can take advantage of these pointers to get noticed and get hired. Follow these tips to improve your job hunt and land a great new gig in no time.