LinkedIn Tips and Key Words

**Linkedin Key Words**

**Corporate Development:** partnering, M&A, developing partnerships, joint ventures, licensing, valuation, post merger integration

**Strategy:** corporate strategy, management consulting, new market entry, business plan creation, acquisition, risk strategy, market expansion strategy

**Business Development:** global business development, developing partnerships, joint ventures, alliance management

**Innovation:** product development, new venture creation, business incubation, product creation, new technology research

**Marketing:** strategic marketer with focus on e-commerce, channel marketing, channel programs, demand generation, equally adept at marketing strategy and execution, market analysis, multichannel and e-commerce strategy, digital marketing, online retail consulting, brand management, public relations, keynote presenter, industry commentator, business intelligence, data mining, analytic, segmentation, positions & branding

**Finance:** M&A, venture capital, private equity, buyouts, fund-of-funds, hedge funds, Business Development, corporate development, valuation, negotiation, IPOs, business plan, financial analysis, trend analysis

**General Management:** P&L management experience with strong focus on revenue and metrics, executive management, leading change, inspiring groups, presenter, industry commentator, keynote presenter, board member

**Entrepreneur:** fundraising, raising money, business development, negotiation, building companies, board member

**International:** China business development, global alliances, international project management, globalization

**Sales:** pre-sales consultancy, technical services, sales operations, global account management, key account management, customer relationship development

**Operations:** process design, metrics, compliance, operations restructuring, operations audit, reporting, data mining, analytics, budget and resource planning, resource allocation, supply chain design and development, inventory strategies, outsourcing, manufacturing

**Project Management:** program management, product development, product lifecycle management, metrics
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**Green Tech:** Clean Tech, Green Technologies to Reduce Carbon Emissions, Sustainability, green marketing

**Consumer:** Consumer Internet, Social Media, Social Networking, Network Effects, Viral


**Healthcare:** Biotech, medical devices, pharmaceutical, product portfolio management, drug development, new technologies, licensing, life sciences

**Keywords to avoid**

Most overused keywords in 2011 (Source: LinkedIn)

1. Creative
2. Organizational
3. Effective
4. Extensive Experience
5. Track Record
6. Motivated
7. Innovative
8. Problem Solving
9. Communication Skills
10. Dynamic