

Create a Target Employer List

Your Job Search Road Map

Your target employer list is a critical element of your job search plan. Having a target list provides a road map as you begin your employer research and outreach efforts. An employer target list can start with industry (e.g., Healthcare), a functional area (e.g., marketing), or specific companies (e.g., Yale New Haven Health).

Tip: Aim for a list of 40 companies to start, then brainstorm as many alternatives as you can.

1. Generate Initial List

How: Review the Employer Directory. Scan business journals and “best of” lists. Browse job sites for exciting positions that mesh with your skills, interests, and values, and make note of the employers.

Resources: [Employer Directory](#), [Peer Networking List](#) (keyword: peer networking list), [Yale Career Network](#), [CareerShift](#), [Common Good & Creative Careers](#), [STEMconnect](#), [Career Insider](#), [LinkedIn Alumni Page](#), [Forbes Best Places to Work](#), [Fast-Co.](#), [D&B Hoovers](#), [glassdoor.com](#), [OCS External Resources](#) (job boards, trade orgs. & publications - filter by industry)

4. Rank Your List

How: To establish priorities, rank order preliminary targets by your set of criteria - “must-have” and “nice to have” attributes.

Resources: Use a spreadsheet to organize your target list, and ranking criteria.

Tip: Create separate tabs for industry, function, geographic lists.

2. Find Contacts

How: Find a person at each target company to personalize your outreach. Focus on alumni contacts. Seek out people in your network for referrals and suggestions.

Resources: [Employer Directory](#), [Peer Networking List](#) (keyword: peer networking list), [Career Insider](#), [LinkedIn Alumni Page](#), [CareerShift](#), club members, professors, [Government Leadership Directory](#), [D&B Hoovers](#), family, friends, professional associations

5. Create Personal Marketing Materials

How: Draft materials that will support your outreach and prepare to personalize for each target. Resume, cover letter, LinkedIn profile, portfolio, email introduction, an email thank you, LinkedIn invitation, etc.

Resources: OCS: [Resumes](#), [Cover Letters](#), [LinkedIn](#), [Information Interviews](#)

Tip: Personalization is key. Direct all correspondence to an individual.

3. Develop Organization Insights

How: Conduct research on key attributes that enable you to assess target companies for fit and interest. Consider - # of annual hires, current postings, job function, location, training programs, growth potential, company values, lifestyle, presence of networking contacts.

Resources: Internet, company websites, [Career Insider](#), [guidestar.org](#), [D&B Hoovers](#), [wsj.com](#), [glassdoor.com](#)

6. Apply

How: Market yourself to each of your top-ranked target companies. Submit job applications, request informational interviews, attend networking events, follow organizations, and individuals on LinkedIn.

Resources: Resume, cover letter, LinkedIn profile, portfolio etc.

>>> **More**

7. Track Progress & Follow-up

How: Use a spreadsheet and update it with each action you take. Evaluate responses and refine the approach, target employer list, personal branding, and other elements. Follow-up after 7-10 business days.

Tip: Create additional target lists, if appropriate. Repeat the steps.

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Pharmaceutical Industry	Website
Johnson & Johnson	jjj.com
GlaxoSmithKline	gsk.com
Merck	merck.com
Pfizer	pfizer.com
Roche	roche.com
Novartis	novartis.com
Sanofi	sanofi.com
AbbVie	abbvie.com
Amgen	amgen.com
Gilead Sciences	gilead.com
Bristol-Myers Squibb	bms.com
AstraZenca	astrazenca.com

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Pharmaceutical Industry	Website	Contact	Email	Phone
Johnson & Johnson	jjj.com	Brenda Peterson	bpeterson@email.com	222-333-4444
GlaxoSmithKline	gsk.com	Ronald Jackson	rljackson@email.com	222-333-4444
Merck	merck.com	Sean Bennett	sbennett@email.com	222-333-4444
Pfizer	pfizer.com	Donna Bailey	dbailey@email.com	222-333-4444
Roche	roche.com	Theresa Kelly	tkelly@email.com	222-333-4444
Novartis	novartis.com	Dennis Butler	dbutler@email.com	222-333-4444
Sanofi	sanofi.com	Howard Garcia	hgarcia@email.com	222-333-4444
AbbVie	abbvie.com	Marie Rodriguez	mrodriguez@email.com	222-333-4444
Amgen	amgen.com	Helen Coleman	hcoleman@email.com	222-333-4444
Gilead Sciences	gilead.com	Lawrence Wilson	lwilson@email.com	222-333-4444
Bristol-Myers Squibb	bms.com	Donald Russell	drussell@email.com	222-333-4444
AstraZenca	astrazenca.com	Eric King	eking@email.com	222-333-4444

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Contact	Email	Phone	Employees	Location	Growth Outlook
Brenda Peterson	bpeterson@email.com	222-333-4444			
Ronald Jackson	rljackson@email.com	222-333-4444	500	New York	Excellent
Sean Bennett	sbennett@email.com	222-333-4444	100	Boston	Solid
Donna Bailey	dbailey@email.com	222-333-4444	2000	Chicago	Good
Theresa Kelly	tkelly@email.com	222-333-4444	10000	Milwaukee	Above Average
Dennis Butler	dbutler@email.com	222-333-4444	2500	San Diego	Excellent
Howard Garcia	hgarcia@email.com	222-333-4444	500	New York	Solid
Marie Rodriguez	mrodriguez@email.com	222-333-4444	500	Boston	Good
Helen Coleman	hcoleman@email.com	222-333-4444	100	Chicago	Above Average
Lawrence Wilson	lwilson@email.com	222-333-4444	2000	Milwaukee	Excellent
Donald Russell	drussell@email.com	222-333-4444	10000	San Diego	Solid
Eric King	eking@email.com	222-333-4444	2500	New York	Good
			500	Boston	Above Average

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Rank	Factors:	Role	Direct Supervisor	Location	Comp. / Benefits	Culture	Growth Outlook	
#1	Company A		5	5	4	5	5	4
#2	Company B		5	3	3	4	4	3
#3	Company C		4	3	3	4	2	3
#4	Company D		4	2	2	2	4	4
#5	Company E		3	2	1	1	2	2