

Tracy:

Okay. Great. Okay. So I'm going to try and go from A to Z, from top to bottom. And what the team hasn't already given me, I will ask you questions on.

Jeff:

Okay.

Tracy:

Okay. And I've made a list. So before we get started, you talked about you've wanted to do LinkedIn for a while. So that was my first question for you is, what are your goals for using LinkedIn? And short term and long term and what are your business objectives?

Jeff:

So we have a ton of meetings with folks that can help propel our mission. Our mission is to leverage the power of gene and cell therapy, to reduce suffering and reduce death from serious human diseases. And we have a tremendous amount of momentum in that, including we're on the eve of curing HIV. And I think that we have a very high probability shot of being able to announce, by the end of the year, that HIV is cured, and it's only a few years away before everybody can have it, that's insured basically. So we could be coming up to a really big moment. Now, you probably understand that startups need to talk about the future, otherwise they get no funding, they get no employees, they get no nothing. So I am an incredible evangelist for my vision.

Jeff:

I have had this vision for 15 years. I can point back and I can say that everything that I said in the past is coming true. All be it, a little bit slower than I originally predicted it. But being an entrepreneur and being an over optimist is a congenital defect. You cannot be one without the other. You would never start a startup like this, unless you are an optimist. So this is not a necessarily a problem. And we haven't hurt our credibility by sometimes leaning over our skis a little bit more than we should. We've managed to ski the double diamonds and we're doing fine. So I meet with all these people, and then they're going to check me out now, hopefully they just go to the website, because I think the website is great and getting greater. And so they're going to get a really good impression of oh, he's he ain't lying, right. He's all excited.

Jeff:

Hard not to be excited, looking at all this stuff. Right. But I think that they're also the first thing that anybody does is they look you up, they go who the hell is Jeff Galvin? And the first thing that comes up is your LinkedIn profile.

Tracy:

Right.

Jeff:

Okay. So let's just make sure that when they look at that, they go, this guy's credible. Right? And he's excited because he's an insider at something really exciting and he is capable of evaluating his situation.

What we want to do, like I was thinking what's missing in the profile, I don't want to get into the details cause that's your job. But you know, like I've never really gone in here and made it happen. Like there should be one line that says what we're doing, right. That sums me up in a way that if they read that and believe it, okay, they get me immediately.

Jeff:

There should be a list of the awards that I've gotten, right? That's not on here also. We have a few things that we could put up right up front. There's an article that talks about my vision, right? And remember, we're selling me as a visionary, because that is my job at the company. I'm the guy who knows where the gene and cell therapy industry's going for the next 100 years. We can't say this on the site, but basically I'm the Steve Jobs of gene and cell therapy. That we are a mission driven company that is led by a vision that is not only proven by the last 15 years, but I have 99% confidence that my next 50 to 100 years of vision is correct.

Jeff:

And we're in a technology right now, and the reason that I'm good at evaluating technologies is because you'll see that my background is just technological revolution, after revolution, after revolution. So I've been in these things, including my history at Apple, is a really good metaphor for what gene and cell therapy and AGT is going through right now. That we're the only company on earth that recognizes what are the key attributes of this new technology that are going to disrupt the entire pharmaceutical industry. So you can only go so far with that, but that's what we're building towards. Like one day you'll go back and you'll revise the thing, cured HIV and is now moving on to curing cancer. That'll be our headline, right. Leveraging power [crosstalk 00:04:50]-

Tracy:

That actually is, that was my next question. Because you just mentioned you wanted a one liner of what your vision is. And that's kind of what we use underneath your name, the headline for. We get 220 characters and I'm going to brainstorm some and I will send it back to the team and then they might send it to you, to get a blessing on the final headline. But we'll brainstorm some. So let's do that a little bit. Because 99% of your activities on LinkedIn is your profile photo, your name and a truncated version of that headline.

Jeff:

Right.

Tracy:

So you want to peak curiosity, not just somebody Googling your name and going to your profile. Yes, that's important. But if you're doing any activity in LinkedIn, the first 50 or so characters of your headline is what's going to show first and that's going to peak someone's curiosity to go view your profile.

Jeff:

Well, if I was selling myself...

Tracy:

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Right.

Jeff:

So I'd just take a stab at it here. Visionary leader with 15 years' gene and cell therapy, drug development experience. Right? And they may be like, oh my God gene and cell therapy's barely been around 15 years.

Tracy:

Okay.

Jeff:

And that [crosstalk 00:06:13]-

Tracy:

Those are great keywords. I'm looking for more of a benefit type. What American Gene Technologies and you are doing with it. And I can't give you any examples because I've worked with a gamut of industries and the only biotech company I ever worked with was a startup here in Kansas City and that was at the beginning of my 10 year career. And he's no longer doing that.

Jeff:

I get your point. I can go ahead and jump in and you don't have to explain why you need more help on this. Every company's different. You're a LinkedIn expert, not a company expert.

Kathy:

Not a gene cell therapy expert.

Jeff:

Yeah.

Tracy:

I'm not a gene cell therapy expert. No.

Jeff:

Right. So just go on the eve of a possible cure for HIV. Jeff is a visionary leader in the a 15 year visionary veteran of the gene and cell therapy industry.

Tracy:

That's a great start and I can work with that.

Jeff:

Okay.

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Tracy:

All right. Okay. So secondly, at the very top there, you can't see it. I don't know if you can see my screen at the top, but I can also show you in the contact info.

Jeff:

We can see it. We can see everything, yeah.

Tracy:

Yeah. You see your URL?

Jeff:

Yep.

Tracy:

Can we remove the numbers behind it? And if your name, Jeff Galvin, is already taken, what is something you can add initial a middle initial or you could say Jeff dash Galvin, American Gene Technologies. You want something that's more branded [crosstalk 00:07:44].

Jeff:

Go ahead and change it to whatever you want. I mean, Jeffrey A. Galvin is the long version of my name. It's usually available.

Tracy:

Okay.

Jeff:

Yeah. And unfortunately-

Kathy:

Is it better to do a longer name or to put American Gene in? Is that for a searchability?

Tracy:

Yes. It's for searchability.

Kathy:

Okay. So it might be better to do Jeff, if we don't have Jeff Galvin, it might be better to do Jeff Galvin, American Gene or AGT or something?

Tracy:

Something like that. Yes.

Jeff:

Or would you search it for AGT? Okay. I mean, I think that's fine too. So I'm going to leave that up to you. You know what it is, but you know, if they're looking for me, Jeffrey dash A dash Galvin kind of lays it out. It's going to be hard for Google to miss me. And then dash AGT, if you want. Usually people don't care about the length of the URLs in these situations.

Tracy:

No, and I wouldn't do AGT. I would do American Gene Technology.

Jeff:

Okay.

Tracy:

Just because that's a keyword. And if somebody was talking about American Gene Technology, your profile's also going to pop up, along with your page.

Kathy:

And Tracy, just FYI, it's technologies with IES, just FYI, kind of.

Tracy:

Got it.

Jeff:

Yeah. We frequently go by American Gene.

Kathy:

Yeah.

Jeff:

So, if you don't want to go to-

Tracy:

We could do just American Gene. Okay.

Kathy:

Yeah.

Jeff:

It's up to you because you can put technologies in there. You know, that may also increase how often it appears.

Tracy:

Some visibility. Right.

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Jeff:

Yeah.

Tracy:

All right. So the background photo, since we're going to be using our profile more along the branding, give me some ideas. I've got all your hex code colors, your team sent me. Give me an idea of how you want to use this digital real estate. So typically we use it in a way for a call to action, but that just depends on what your goal is for using LinkedIn. If it's for branding purposes, I would simply just put your website. But let's have something more branded towards your website, that's closer to your website as your background photo. What do you think?

Kathy:

So not your picture, but that-

Tracy:

Yeah.

Kathy:

The thing behind. Tracy now we've got...

Jeff:

Yeah, yeah. That [crosstalk 00:10:01].

Kathy:

Yeah. That there. So we could just put American Gene Technologies. We want to do something that's branded to the company instead of just-

Jeff:

Yeah, so then I'm going to leave that between you and the marketing team.

Tracy:

Okay. And I'll probably-

Jeff:

Yeah. I get the idea of using that. Now you notice the first pane in this slide or the first one, I don't know whether you're allowed to use moving pictures up there, but...

Tracy:

I wish. I hope that comes soon. That would be fun. But not currently.

Jeff:

I did see somebody use a moving picture for their personal picture.

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Tracy:

Oh, that is on mobile only. And you have to be in creator mode and you have to create the video in mobile and you have a 30 second opportunity to share more about yourself.

Jeff:

Oh, interesting. Yeah. Okay.

Tracy:

So we're not... We're right-

Jeff:

[crosstalk 00:10:49] think we should take advantage of or not.

Tracy:

We're optimizing the profile for your regular LinkedIn, but once you push in creator mode, it rearranges or reorders some of the sections, because if you're a content creator, it's going to push up your activity and your featured information before your about summary.

Jeff:

Oh, okay. So we probably don't want to do that then. Okay, got it.

Tracy:

That's something you push on and off in your profile whenever you want.

Jeff:

Okay.

Tracy:

There's some differentiators as well. Like you can't grow your connections that way and they only have a follow button. It just depends on what your goals are for using LinkedIn. I'll leave that to Kathy and you guys to discuss at another time.

Jeff:

I haven't looked at this in so long, but you got to update the dates on PKU and immuno-oncology.

Kathy:

Okay.

Jeff:

Yeah. That could another year in PKU in two years and I-

Tracy:

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But I'll work with my designer to come up with four or five concepts and then I will share it with the team and we'll get feedback and come to an agreement on which one is best for your background photo.

Jeff:

Sounds good.

Kathy:

Okay. So 2025 for PKU?

Jeff:

No, no. 2023's for PKU and 2025 for IO? Actually you can just say 2024.

Tracy:

Okay. So let's talk about your background photo.

Jeff:

Okay.

Tracy:

So while I like it; it does look like you. I would like to see, I mean, we can always graphically change the background and either completely remove it and have it white or doing something that's becoming a little bit more popular on LinkedIn is having that background color that matches kind of your header, your background photo.

Jeff:

Right, okay.

Tracy:

And it makes your profile pop above everybody else's. It just give you an example. I'll just show you mine real quick.

Jeff:

[inaudible 00:12:46] got that.

Tracy:

Just giving you example. So this is what I did with mine.

Jeff:

Right.

Tracy:

See how I popped that color behind there.



Jeff:

Yep.

Tracy:

And it's kind of got the colors of the... Yeah. So if you want me to do something like that, not one of your darker colors, one of the lighter ones. And then if I have this picture, do we have this picture, Kathy, where I can see more of his shoulders?

Jeff:

Oh yeah. The whole thing, yeah.

Kathy:

Yeah. Yeah. Did they send you the headshot?

Tracy:

No. Oh, wait a second. I take that back. I did not look at the link to see all the graphics and the logos and everything like that. So it might be in there. It might be in there.

Kathy:

Okay. It should be in there. Okay. Do you have another headshot? Or...

Jeff:

Well, I don't know. I mean, I think you guys... I have one that's that is probably more handsome and actually more dramatic.

Kathy:

Okay.

Jeff:

But I'm not looking into the camera. And so maybe that's not a good choice.

Kathy:

Tracy does that matter? Do you need to look in the camera?

Tracy:

Yeah. You know what? I think that just says that you're not interested in somebody, if you're not looking at the person.

Jeff:

Yeah.

Tracy:

It's somebody's perception of who you are and if you're looking away or you have a selfie in the car or you've got a picture with you and your dogs and your family on vacation.

Jeff:

Yeah.

Tracy:

Save that for Facebook.

Jeff:

It says I'm a narcissist.

Tracy:

Right. I prefer looking in the camera because people see your smile. I think that-

Jeff:

Because it forces you to look back. I mean, that's the thing is if you want people to pay attention to you need to look them in the eye. So I agree with you on that.

Tracy:

Yeah.

Jeff:

That's why I was saying, yeah. I don't know whether the other picture would be good.

Tracy:

Well, some of you younger generation-

Jeff:

Like I said, it's more handsome and it's more dramatic, but I think it could go somewhere else.

Tracy:

If you want to add it to the document, Kathy, I'll take a look at it.

Kathy:

Okay.

Tracy:

All right. So let's get into the about summary and I'm going to let you know this, what you have in here is third person. This is so 10 years ago, LinkedIn. So the way we craft profiles now is in first and second person. So we talk about you and we talk about your company.

Jeff:

Okay.

Tracy:

So we do we and our, for the company. And then when we talk about the personal stuff, it's I.

Jeff:

Got it.

Tracy:

Okay. So here's what I like to see in the about summary. And this is a little different than how we normally do it, because when we normally do it, we're really at trying to attract a prospect or potential client or JV partner, whatever. For you, since it's more of a branding thing, we could talk more about your vision. But I really want to hear your background. How did you get into this and why are you so passionate about this today?

Jeff:

Okay. So...

Tracy:

People want to see your expertise. How did you fall into this? Where's your background? Tell me kind of in a story format, if you would.

Jeff:

Okay. So, all right. I'll give you it to you in story. It'll be partial story, partial bullet points here for you-

Tracy:

That's fine.

Jeff:

It'll take a little bit too long to really do it the way I would do it on a... You could actually just watch almost any of my interviews and it would tell you the rest. So essentially, I love technology. And the reason I love technology is because technology helps people. And that's what I'm passionate about. I am passionate for bringing it the easiest life with the least suffering to the most people that I possibly can. And I think that is, once you take care of yourself, then that is something that is really fulfilling. It certainly is what draws me into technology. I was a nerd. In the seventh grade, I discovered computers. That's back in the mini computer days. And I immediately realized that this could relieve the world of a lot of the most rote sort of mind numbing responsibilities.

Jeff:

Initially, it would format documents and add numbers for us and keep track of things. But ultimately because of robotics and sensor technology, it would build everything for us. It would man our factories, it would drive our cars, it would fly our planes. Now, this is something that I understood back in the

seventies. So now I really had a knack for this stuff. When I fall in love with something, I get in deep. And so I ended up wandering around MIT as a 12 year old. By the time I was 14 years old, I ran into somebody there who told me that, oh we teach classes on weekends here for high school kids like you. Would you like to sign up for something? And I was like, great, do you have anything in computers? And they were like, no, if you can leave that at MIT; they didn't have any computer classes yet for people on weekends.

Jeff:

And so I said, could I just teach a computer class? And they were kind of like, they looked at this little 14 year old and they said, yeah, okay, show us a syllabus, if it looks good, yeah, we will get you a room and you can see if anybody signs up. Anyway, I did start a class of 30 students and I taught basic computing programming, the basic language, in a theater style lecture room at MIT at age 14. And the class was full of high school students and college students, from Wellesley and MIT, people who wanted to get some computing background.

Jeff:

So, that was my first experience teaching. And what it was really about was sharing my passion for computers, because I've always said that it doesn't matter whether you, at that time, I said, computers are going to be in your life in some way. There's this is the future. And if you learn a little bit about it now, you'll be in a position to either utilize them yourself or talk to somebody that programs these things, or to use something that is already programmed, you're going to be ahead of the game. So you can't ignore computers and you'd be amazed at how everybody was ignoring computers in the seventies.

Jeff:

So I get to Harvard and I ace all the computer classes in the first year. And then I started teaching, became head teaching fellow for the second largest class on campus, which was computers for non-computer scientists. And you know, this is perfect, because again, it was about my passion for enhancing your life with computers. But we were teaching people how to program and how to understand what computers did. Did that for three years, I would even give the lectures when the professor was away. 1200 students in the class, it was like a theater performance.

Tracy:

Wow.

Jeff:

Anyway, I love sharing my passion for that stuff. Then I get recruited by Silicon Valley. Short stint at HP because they just didn't get it. They were a mini computer company and they were very much stuck in the past. So I moved over to Apple and I was like, okay, these people get it. The bicycle for the mind. That was a great idea. Expression, right. It was a good metaphor. And I'd already seen the graphic user interface. And I joined Apple when they grabbed the graphic user interface and they said, we got this secret user interface, it's going to be so much better. I was like, oh you mean the one from Xerox Park? And they're like, yeah, exactly. So the people at Apple, they were my peeps, right. Just full of energy, passion, vision. And just the whole Zen of that place was right.

Jeff:

The idea that it's better to beg forgiveness every once in a while than to ask permission all the time, right. The whole idea of that whole mission driven corporate culture that is steered by a vision and pulls a group of people together to do something great. So from there, I went through a series of startups. I invested in technology because I was good at reading the tea leaves. And I also love real estate. So I was investing in Californian real estate, age 42. I look at my bank account and I don't have to work anymore. So I retired.

Jeff:

And I thought that would be it for me, but five years later and after getting married, I realized, okay, I want some stimulation for my mind. And so I was just going to dabble in technology. I thought I'd go back to Silicon Valley. At that point I had a home in Silicon Valley and one in Hawaii. And I would just kind of go wherever I wanted to go. And I didn't have anything that I had to do. Then I started dating, so then I ended up getting married. And so I traveled around with my wife for a while and supported her career.

Jeff:

And then I just thought, okay, I just want something of my own to exercise my creativity and my mind again. So I thought I'd go back to Silicon Valley and probably mentor somebody, invest in a startup, sit on the board, whatever. But as soon as people know that you have money, you get all these business plans over the transom. And one of them was from NIH and it was from somebody in a lab that was run by a guy named Roscoe Brady. And I came out and I met Roscoe and he told me about viral vectors.

Jeff:

So viral vectors, if you don't know what they are, are basically viruses have been reprogramming your body to do bad things. They bring in disease. They teach ourselves to copy the virus, instead of do what they're supposed to be doing. But it turns out now we have a technology where we can crack open any virus and we can take out that DNA that's reprogramming your cells. And instead, we can put in good DNA that makes your cells better instead of worse. Okay. And we can fight disease that way. So essentially we are converting viruses into updates for the human cell and you can use these things in fully differentiated adult human beings.

Jeff:

So I can put a virus in you that might replace a gene that is broken in you and it might get rid of an inherited disorder. Or we could improve you in many different ways or we could put things in that help you fight disease or whatever. So this is where, when I saw that I had an immediate vision for the future of what I considered to be the next software revolution, little DNA constructs, which are nothing but software instead of zeros and ones, they're ACTG, the nucleotides that make up your DNA. But the order of those things determine everything in your cells, everything that they do. So now we had the ability to use a virus like a diskette, to deliver the software to your DNA, update the operating system of your cells and improve them, fix them.

Jeff:

And so I had a vision that was really unique in the biotech industry, that you could go ahead and create kind of like an MS-DOS, or to be more modern about it, an iPhone that has all of the stuff that is

common to all the apps that you might put on top of it, to solve healthcare problems, instead of to solve getting directions or tracking your diet or posting your pictures. There's certain types of real world value that is created with apps on an iPhone, but we could make an iPhone that was designed to do all the heavy lifting of creating cures for 10,000 different diseases out there. Okay.

Jeff:

So nobody in biotech and nobody in pharma would ever think this way, because that is not the way that money is made in those industries. It's all focused on a drug. A drug either works, or it doesn't work. If it works, you're rich. And if it doesn't work, you go back to square zero. That would be like writing Excel. And if it had a bug, throwing it all away and starting from scratch, right. And of course, in software that wouldn't make any sense. And the only problem was is that pharma and biotech never recognized that the new drug development modality of gene and cell therapy was much more like software than it was like traditional drugs. That even when you fail, you had little components that you made along the way that were still useful. And you could debug your solution.

Tracy:

I like that. Instead of putting a bandaid on it, you're solving it.

Jeff:

Right. Well, that's the power of gene and cell therapy, because we're going down to the root drivers of everything in your body. So, that means that it's incredibly powerful. And then the other attribute of gene and cell therapy, that's unlike any other drug, is that it is targeted. You can literally steer these viruses to just the cells that need treatment. And then you can actually put software in that little construct, that DNA that you're putting in there, that's like an on-off switch that only turns it on if the cell needs the drug. Okay. Can you imagine what that's like? Right.

Jeff:

How does an aspirin know where to go in your body. Has no idea. It treats every cell in your body equally and it just happens to do some good things and luckily in all the off target cells that don't need that drug, it doesn't cause any serious problems. That's why aspirin is a good drug. Right?

Tracy:

Right.

Jeff:

And all drugs in the past are like that. And they're randomly discovered. You either find something, compound in nature that's never been passed and you test, test, test, test, test. Do you want some water or anything? Are you okay?

Kathy:

I need water.

Jeff:

Yeah.

Kathy:

Is there one... I can [inaudible 00:27:37].

Jeff:

Right here.

Kathy:

Sorry. I've got a tickle in my throat.

Jeff:

Yes, I can tell. It's just something, you don't have COVID.

Kathy:

I don't have COVID. I promise.

Jeff:

[crosstalk 00:27:42] coughing all over me.

Kathy:

Not COVID.

Jeff:

Yeah. So the... Is cold okay for you? We have hot water back there too.

Kathy:

Perfect. Thank you.

Jeff:

So traditional drug development is randomly finding things or randomly generating things, screening them down to one or two molecules that are worth testing in mice. And then if it works in mice, you have a one in 5,000 chance of working in the clinic. Right? Well if software was like that, we would never have anything in software. I mean, Excel would be \$24,000 a year to rent, right, like drugs are. But you see the whole economics is changing of that because you can now, since you have such specific control over the drug, that it only turns on in cells that need it.

Jeff:

First of all, most side effects happen in healthy cells. So if you can steer the drug away from the healthy cells, you can eliminate 90% of the side effects. Side effects are why it's so hard to get a drug to market. So, once you lower that by 90%, it's a whole new ballgame. So, okay, a software guy knows how to

leverage those types of aspects of this new drug development modality, and also understands them more quickly.

Jeff:

And that is my secret sauce as a visionary, all right, is that I came up with a normal technology curve, right. I saw electronics. My dad was an electrical engineer. That's all component architecture, right. And it caused an explosion of new electronic devices, including the computer. But think about transistor radio or whatever. What did we do before the resistor and the riostat and the whatever? All these components matter, even when you're not doing anything with them, right. And you creatively put these things together, add a little bit other creative element and you have a new valuable machine, okay.

Jeff:

Well then in software, same thing. It was the same idea that there are common elements that could go into an operating system and then everybody could share those. And Microsoft is a perfect model for this new industry. And yet I seem to be the only one that has latched onto that. At this point, we've got 15 years of accruing these components and we have the MS-DOS for your body.

Jeff:

So anyway, that's my story. That's how I got here. This is why I'm passionate about it. When you, especially after predicting what would happen in this industry, even in terms of how this would become like a dot gene bubble on Wall Street, right. You know, because I'd seen the internet bubble and understanding the difference between having over exuberance for gene and cell therapy versus over exuberance for the internet and the typical adoption curves of technology. These things have never applied to drugs. Drugs are so random that it's just a big money game and it's not even a market.

Jeff:

The future of drugs is totally different. And I love it. I mean, it means that you're going to love your drug company. And this is a good line that we're going to want to use sometime. You're going to love your drug company. Just like you love your cell phone company. Well, your drug company and your cell phone company are going to sell you really expensive stuff, that is worth way more than you pay for it because it gives you a benefit where you know you're sharing the profit with that company, as opposed to being essentially ransomed, right. Or extorted, right. Because all the old drugs, 90% of what you get from the old drug is hope and 10% effect.

Jeff:

But that's not the drugs of the future. You know exactly what you're buying, just like buying a cell phone. And you can decide, do I buy that Lamborghini or do I buy that drug that lets me live for an extra 10 years and just drive my Toyota for a little longer. It'll be a consumer choice. Nobody will be angry and it'll be hyper competitive. So nobody's going to charge outrageous prices. Software's a competitive industry. That's why Excel only costs you \$12 a month instead of... If Excel was a drug and Microsoft was a drug company, Excel would be \$2,000 a month because you wouldn't be able to live without it.

Tracy:

Right.



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Jeff:

Right. But guess what? If it was \$2,000 a month, you'd use Google docs.

Tracy:

I do both. But I know what you mean.

Jeff:

Yeah. You'd live without Excel, if you had to.

Tracy:

Right.

Jeff:

And the drugs will be the same way because there'll be alternatives. If you open up that kind of sort of price gap between the value and the cost, your competitors are going to take the market away from you, just the same way that Microsoft took the spreadsheet market from Lotus 123, which was a way bigger company. And it was all about efficiency. Microsoft was the most efficient programming company on the planet. They decide where to compete and they own the platform that even you use to compete with them. How can they lose?

Tracy:

Right.

Jeff:

All right. And sure enough, there's two three trillion companies out there. One's Apple, that's a hardware platform that keeps you inside because you like the nurturing environment. And they make a lot of money. They have three trillion because they have a small part of the market, but they sell all the hardware in that market. And then you have another \$3 trillion company that's all software and that's Microsoft.

Tracy:

Got it. [crosstalk 00:33:49]

Jeff:

Yeah.

Tracy:

I'm sorry. This has been great. I've got 20 minutes left with you and I've got more items.

Jeff:

Okay.

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Tracy:

I think you've given me-

Jeff:

You're going to share this recording with me, too.

Tracy:

I'm going to be putting this in the master folder and if I need to just-

Jeff:

Great.

Tracy:

Yeah. And I will send over both the audio and the video.

Jeff:

Thank you.

Tracy:

Okay. So this is great. I got enough information for that. So I see that you have in your work experience, some board of director experience.

Jeff:

Hm-mm.

Tracy:

There is a section called organizations. Can we possibly remove those and put those there?

Jeff:

Sure.

Tracy:

Okay. I'm not going to touch anything else in here from your past experiences. I'm just going to leave it the way it is, because we're really focusing on American Gene. And it's good to have those additional experiences in there to show that your transgression from over the years to where you are today.

Jeff:

Okay.

Tracy:

Also, I see that you've got a lot of great skills, but they're mostly pertained to business. Any chance, because none of these look like they're endorsed, we can get up to 50 keywords total. I think you have like 28 or so. Do you mind me adding some biotech from your website?

Jeff:

Yeah, sure.

Tracy:

[crosstalk 00:35:13].

Jeff:

I didn't pick out anything in there. I don't know how those even got there.

Tracy:

Yeah. Like because you're not currently doing mergers and acquisition. Are you doing IT operations, corporate development? This all seems to be from your past.

Jeff:

A lot of it's from my past, but I still do strategy, strategic partners, shift.

Tracy:

We'll leave those.

Jeff:

I deal with venture capital all the time and I'm an entrepreneur. I do marketing strategy, management, cross functional team leadership. So a lot of the business strategy. I do international business. So a lot of this stuff is relevant, but I think you can... I don't do market analysis, but look, I'm a cook, the chief cook and bottle washer for the company, but maybe that's not what we want to get across in here. Maybe you want to focus it down. So you work with Kathy and decide what are the keywords that would resonate and support the main thrust of what I'm doing and what AGT's doing.

Tracy:

We can definitely leave in the ones that you just mentioned, because it's still part of you as a whole. But LinkedIn, after all, is a search engine and we'd been doing it four years prior to LinkedIn coming out and saying people are using keywords in a way that you should be using them for a... Or that they should be using them for, for getting found organically, which they never did before. So for example, if you're a master at Microsoft suite of office products but that's not your current core focus in LinkedIn and you're not looking for a job that requires that, why would it be in your skill section?

Jeff:

Yeah. Well I'm not looking for a job at all. That's the whole thing that [crosstalk 00:37:01]

Tracy:

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I know.

Jeff:

What we want is for people who see this to go, yeah, seems credible.

Tracy:

Right. So-

Kathy:

The keywords being more focused because he's trying to attract investors, partners, collaborators. Are you saying there should be keywords that are focused to that type of thing?

Tracy:

Yes. And his industry.

Kathy:

Okay.

Tracy:

So, if investors are looking for the biotech or some of the other keywords that might be in your... I will look at your website to find these keywords and some of the content that the team sent me, there's keywords in there as well too. I create a list of those keywords.

Jeff:

So that you would have to choose them from something that's already in LinkedIn. Because we can put in things like-

Tracy:

Oh, no, no. You can transfer-

Jeff:

... visionary biotech leader.

Tracy:

Yes.

Jeff:

Biotech manager.

Tracy:

You can create your own in LinkedIn. They do make suggestions. And in every once in a while, if it's something that we didn't brainstorm and I see it pop up when I start typing in and the suggestion comes up, I might keep that keyword in there too.

Jeff:

Got it.

Tracy:

So, all right. Cool. All right. Let me go back out of that. All right. So the next thing, and I'm going to work with the team on this, but LinkedIn says to have at least 10 recommendations in your profile and they will start giving you preference for your search query. If somebody's searching for a certain keyword in the front page or the first page of that search.

Jeff:

Okay.

Tracy:

And this does not have to be what your current focus is. This could be past stuff, in the past. We just want to see, this is the likability factor for you, not just for organic search and getting found organically, but it's also for somebody landing on your profile that scrolls down to see the human side of Jeff.

Jeff:

Well, you know that there's a lot of people that really like me. If I reach out, like I can go to AEG and go, hey, would you guys mind recommending me for this?

Tracy:

So we have to be connected to them first. That's the key. And then usually, and I can work with Kathy on this, we just need a list of whom to contact. So you want to get either connection request from them and then get them to accept it or already a connection. And then you manually have to go in and ask to get a recommendation from them and sometimes it's even easier if you kind of give them a template with some of your keywords based off of who the person was and what services or how you all worked together, just to make it quick and simple.

Tracy:

Typically we ask about 20 or 30 people and you'll get 10. So some will, some won't. That's okay. We just need to get some. I had a client that we worked with, he had two and now he's up to like 38.

Jeff:

Cool.

Tracy:

So it is very important to have recommendations. So I'll work with Kathy on that, make myself a note. So just need to get a list of people and get going on that. And this is something as a long term strategy. This

is not just when we're done with the profile, that's it. This is something that over time, you want to continue to get and just have a strategy, maybe once a month, you ask a few people and so on.

Tracy:

Okay. So I already had a list for your team about if you hold any patents, your licensing, your certifications, and you mentioned earlier honors and awards. You may want to, if there's something in there that they don't have access to, have them add to my LinkedIn needs sheet already that you may want in there. Volunteer work? This is the fun part. So share with me some of the volunteer work you've done, could be past, it can be present. And it does not have to be associated with American Gene. So it could be something you did prior to your American Gene, when you were back working with Apple or or your software days or anything like that.

Jeff:

I'm sorry, what is it you're looking for from-

Tracy:

Volunteer. Did you do, have you done any

Jeff:

Oh, volunteer work. Not that kind of guy, to tell you the truth. You know, it's like, I've mentored a lot of people. I'm always volunteering for everything, but it's not like I go out and run five Ks for breast cancer or whatever. It's like that's, yeah. So, I'm not sure what kind of volunteer work.

Tracy:

It can be [crosstalk 00:41:40]-

Jeff:

I don't work at a soup kitchen, although I've given a lot of money to soup kitchens. Like, so I don't know what to say.

Tracy:

Okay. That might be under org... See, there's a couple different ways we can approach organizations. But volunteer work could be, maybe you were a soccer coach for your kid or maybe... And this is up to you. I have some will and some won't. Maybe you volunteer, maybe you do something within your church. If you don't want to do that, because you think it's... I personally leave religion and politics out of any of my marketing. And so that's again, optional. Volunteer work could be that you spoke at an organization without getting paid.

Jeff:

I do that all the time.

Kathy:

Yeah. Plus the Stern thing, you know you're doing that program with the... What's it called? Mark Stern.

Jeff:

Yeah. That's right. Yeah, we're giving opportunities to high school students to learn about biotech. I lecture at Montgomery College, University at Shady Grove, the University of Maryland, Baltimore. Let's see. What other things? I sit on a variety of kind of committees and panels, things like that. We can come up with a bunch of things like that, if that's all-

Tracy:

Yeah. That's exactly what I was looking for. And some of that is actually going to also be complimentary to organization. So I'll put that in the needs list because I'll need dates and the name of the organization and how you volunteered, even if it's just speaking. Organizations are two things like we already had your board advisory activities, but also I like to add a little spin on it, when we kind of reverse engineer this doing any organizations that you support and they can be monetary. For example, I have a lot of clients that are very avid former military, and they're big on monetary support to military nonprofits like Wounded Warriors, for example.

Jeff:

Well, look, I think... So I donated a ton of money to politics. When you look at that but I don't think it's a good idea for me to put anything in there that talks about my politics because [crosstalk 00:44:28]-

Tracy:

I'm in agreement.

Jeff:

... right now.

Tracy:

I'm in agreement, but this is your profile, not mine.

Jeff:

No, I think we're just trying to figure out what works here. So what I would say is I donate to... What do I donate to that would be just more general stuff? But you see, even this shows my politics, like I donate to Black Lives Matters. Unfortunately-

Tracy:

Do you have any more humanitarian causes? Like the Children's Hospital or anything like that?

Jeff:

I donate to... Well, so there's Rare Disease Conference that I donate to. I'll come up with something. I'll make some donations. Don't worry about it.

Kathy:

Do sponsorships count, Tracy? Like sponsorships, like he's sponsoring something from Maryland Tech Council. Does that kind of stuff count or no? Is that different?

Tracy:

Sure, absolutely it does. Yeah. When I say monetary, I mean organizations you support, doesn't always have to mean you give them money, you can support them in other facets as well.

Kathy:

It's the USG thing for Mark is also, that would also, that would double as kids in STEM program, I think, but also...

Tracy:

Okay, remember, some of this is business related, but some of this is also feel good stuff. So when somebody lands on your profile and they actually get curious about, and they read through it, they're like, man, I really like this guy, Jeff, because he supports an organization that I love too. Or he has done something with. And we're going to get to causes here in a second, because that's a new section that LinkedIn added. So, yeah. So it doesn't always have to be, it could be a little feely, good. Jumble in a little feely good stuff with, with some of your business stuff. And I like the stuff you did with the kids. And I think that's really important too.

Jeff:

Are you allowed to put pictures in with this stuff?

Tracy:

I wish you could, but they don't have an opportunity to put media in. The only place you could put media in is then the featured section and under the work experience. Publications and projects, you can have links that go to that if there are links, but that's all that we can do. And we can add descriptions, but not photos.

Jeff:

Yeah, no, because I just think that there's some really interesting photographs. Like I taught a class of fifth graders about gene and cell therapy, right.

Tracy:

There you go.

Jeff:

Yeah. That's another one.

Kathy:

That's your volunteer work.

Tracy:

That's a volunteer. That's feely good stuff. That's the stuff I want.

Jeff:



So I think the teaching at all these schools and then also mentoring and also giving opportunities for internships. I mean, we're like probably the most receptive in that category. Interviewing for Harvard. I don't know if that's good, but at least it brings out Harvard again, that's not bad.

Kathy:

Interviewing for Harvard. You interview...

Jeff:

Undergrads. I mean, of course everybody's going to want to be my friend when they hear that.

Kathy:

Undergrads. Okay. Yeah. Oh, to get them?

Jeff:

To get them in.

Kathy:

Ooh.

Jeff:

High school students to get them to Harvard.

Kathy:

Okay.

Jeff:

I haven't done that in a while, but that was something that I was heavily involved in.

Tracy:

Well, if it's past, that's totally fine. That doesn't have to be current.

Jeff:

I was captain, a co-captain of the Silicon Valley, Mid-Peninsula, Harvard Alumni interviewing.

Tracy:

Now some of these can be construed as projects too. So Kathy, I would like two to three projects that Jeff is particularly proud of in his career. They do not have to mean the gene therapy. It could be past. It could be something that he worked on with someone else, collaborated on. So typically this is marketing kind of spiel stuff. But typically when we do the project section, you can just list the projects with a short description and/or we could have a couple of projects that are really close to your heart and we kind of want a story format. So who was it for? Who did you collaborate with if you collaborated with

somebody? And what's the story behind that project? And then what was the results or outcome of working on that project?

Kathy:

And wait, Tracy, is this under causes or...

Tracy:

Or this is under projects. I just had pulled causes up just to show...

Kathy:

Okay. Got it.

Tracy:

And is it feel good or is it-

Tracy:

No, it doesn't have to be feel good. But you more the projects, I mean, we could probably put a ton in there, but if you give me too many, it's overkill.

Jeff:

No, no, I'm not saying... I'm just trying to figure out what the intent is. Like one of the projects that I did was I wrote software for assuring quality on linear accelerators in cancer clinics. Right.

Tracy:

That's a great project.

Jeff:

[crosstalk 00:49:29] biotech vein and yeah, it actually, the software got sold to [inaudible 00:49:34] eventually. So, that was when I was working at Argus. And so we collaborated with the Mayo Clinic, the Cleveland Clinic, so we can mention all of those as sort of keywords, but that was like... I did an amazing piece of software. We could even say you got another project that I'm really proud of now is My COVID Now, that we're providing testing.

Kathy:

Oh, yeah.

Tracy:

Oh, absolutely.

Jeff:

The only 24-hour turnaround testing that's widely available within this whole region. And that was actually able to maintain its performance through the last surge at Christmas.

Tracy:

All right. I love it. See, this is good stuff. All right. So causes that you care about, you see the list up there on your screen.

Jeff:

Yep.

Tracy:

Okay. Go down. We'll just do this right now.

Jeff:

Okay. So animal welfare and children and civil rights. These are all no brainers. Education, I'm a major advocate of education. Environment, of course. Look, there's nothing in here I don't care about. I don't know what to... Poverty alleviation for sure. Yeah. Yeah. I mean, look, every... So arts and culture, I'm like that's probably the only one I'd leave out of there. You know, everything else, human rights, oh my God. I'm always on my soapbox about all these things. Politics, yes, right. Social services and veteran support, yeah. It's so funny. Like I'm now going to be identified by what I left off the list. People'll go, he hates art. That's [crosstalk 00:51:25]-

Kathy:

... and look at your walls. Tracy, if you were to see his walls, you would know he does not hate art or culture.

Jeff:

I don't hate art. But the thing is, look, art for me... You've heard me talk about art, even that I'm passionate about. It's just that for me I don't have a lot of care for it. On a day off, I'm not going to go to an art museum. You could legitimately check that off, too.

Tracy:

All right. Well guess what? I have no more questions. What happens next is I will go get this transcribed and then I will open a new LinkedIn needs list so that we're not confused, Kathy.

Jeff:

Okay.

Tracy:

I'll do number two, based off this conversation, of the items that we need.

Kathy:

Okay.

Tracy:

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Great. So I took a bunch of notes, but technically I didn't have to because you're going to send me my homework anyway, right?

Tracy:

Yes. But you're incredibly fast typer.

Kathy:

Yeah, I do try.

Tracy:

But yeah. So anything, I probably won't miss anything. But I will add that to the list and then I will upload this video and the audio into that master folder and you guys can download and do what with it whatever you wish, at that point. And then we will get started on this.

Jeff:

Great.

Tracy:

Get going. So Jeff, do you have any questions for me?

Jeff:

No. No. I think...

Kathy:

So Tracy, what's the... I mean, tell me how, like this is done in a month or like three weeks or two weeks?

Tracy:

Yeah. In about three weeks after I get the transcription and send you over the list.

Kathy:

Okay.

Tracy:

Absolutely.

Kathy:

And obviously depends on how quick we are getting you stuff, I'm assuming.

Tracy:

Oh, and you guys are pretty quick. So I have every... I have no worries. Put it that way.

Kathy:

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Okay.

Tracy:

You guys will get me stuff. But I do not work on this like hours at a time. I do increments. We make live edits. I do have other clients. So we will work on this. And then some things though, we'll need your blessing. Like the about summary, which is the last thing that I do.

Kathy:

Okay.

Tracy:

You're brainstorming the headlines. Obviously the background and the company page photos. And then I might even do, because in the work experience, I don't want to just show one general thing about American Gene. Some of the other profiles that I have done will take pieces of not just some of the stuff that Jeff shared with me, but also what's in the website and then we will separate some of those things out. That gives us additional copy, more opportunity to add keywords and it really makes the profile look super robust.

Kathy:

Okay. Great.

Tracy:

All right. That's all I have for the two of you this afternoon.

Kathy:

Thanks Tracy. We look forward to getting your homework.

Tracy:

Oh you betcha. You'll have it, what's today, Wednesday. You'll have it by Friday.

Kathy:

Okay.

Tracy:

Okay.

Kathy:

Great. Well have a terrific day.

Tracy:

Thank you. You too. Good to meet you, Jeff. Bye, bye.

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Jeff:

Nice to meet you too, Tracy. Thanks.