Rise of tech hubs in southeast Michigan

Detroit as the new Silicon Valley – scoff all you want, but the reality is, as an area with an exponential growth in tech hubs, it's a moniker that is quickly developing.

As southeastern Michigan continues to rebound from the effects of the 2008 Great Recession and the ensuing "brain drain" of young millennial talent, large regions are growing as hubs of technology and innovation, countering that drain of talent, and drawing research, jobs and financial investment to what was once known simply as the Motor City.

Detroit is still, and likely always will be, the Motor City. But a metamorphosis is underway at General Motors, Ford and FCA (Fiat Chrysler), as well as their tier one and two automotive suppliers, as they are becoming less automotive companies, and are being reborn as mobility companies. What does that mean in a real word definition? In the business world, according to Forbes, it is the driver of the fourth industrial revolution, which takes into account technical convergence, changing travel behavior and new entrants into the mobility space.

Over the next 25 years, four key trends are predicted, including the use of sustainable, efficient assets – such as the move to electric vehicles from fossil fuels; integrated personal mobility, including communication and integration with smart devices; urbanization and smarter cities, such as real-time data monitoring and responsive smart grid systems; and increased competition and innovation.

Upcoming class schedule at GIT

Do not miss out on your opportunity to enroll into one our cutting-edge technology classes, taught by our world class instructors!

Complete course schedule here: **https://www.global-itech.com/online-schedule/**

GIT thought provoking corner

"Never stop fighting until you arrive at your destined place - that is, the unique you. Have an aim in life, continuously acquire knowledge, work hard, and have perseverance to realise the great life."
- *A. P. J. Abdul Kalam*

Zero tolerance: Getting to know your new work environment

You've got your dream job, now how do you keep it? Here are some things you should know before you even start your new dream job in order to not get fired.

Know the zero tolerance rules in the company. Zero tolerance rules are rules that get you fired immediately - there is no review, no second chance, you break one they walk you out.

Substance abuse rules are not suggestions. You not only can get fired, you can be rejected during the hiring process as well.

Don't pursue a relationship with co-workers. Generally, it is just a bad idea to date in the office because, if you break up, it can make the working environment hell. But if you are turned down, the sexual harassment rules tend to be really nasty.

If you are upset talk to your manager or HR. You can't talk to social media. In all cases this will get you fired. Few companies have any tolerance for employees who speak out publically about them period let alone negatively.

6 Ways to use technology more effectively in your job search

Social media, online job boards, mobile apps and so on have all made the job search process far more interactive and transparent. Employers are now able to find out a lot more about you, and have little difficulty with distinguishing between what is true and what is embellished.

However, these developments also present greater opportunities for jobseekers to sell themselves to employers. No longer are you restricted to two sides of regular-sized paper to try and convince recruiters and employers that your vast experience and complex personality are well suited to the position. Now you can evidence this through a variety of media channels; providing a full and robust declaration of your expertise and ambitions.

Being social media savvy is now the minimum requirement for candidates within many industries; however there are still a few extra, lesser known ways you can embrace modern technology to help you stand out from the crowd. Here are some of them that we've identified:

1. Have a social media spring clean
As I said, being social media savvy is now the least that employers expect of you. 68% of employers will search for you on Facebook, so make sure that if your profile is easily discoverable that you haven't done yourself a disservice in what information you include on there.
Survey results show that 86% of employers believe candidates should make their profiles more employer friendly, so aligning your social profiles with your professional persona is an important part of selling yourself.

2. The devil lies in the detail
76% of CVs are ignored if the email address provided is unprofessional, whilst people form an impression of one another from their photo in one tenth of a second. Most of these issues come down to common sense; just make sure that you're presenting yourself well wherever you can be found and that you're offering current and accurate information.

3. Go mobile with your CV
With online job boards, job email alerts and recruitment company apps you can now job search wherever you are. Create a mobile-friendly downloadable PDF which will enable you to apply for positions on the go. In doing so you'll be maximizing your available job search time, as well as making sure you're ready to apply for the most appealing positions as and when they are posted. Storing your CV in an easily accessible location online also means that employers can review it 24/7. Recruiters spend an average time of 5-7 seconds reviewing your CV, so make sure yours is devoid of all formatting issues. The information included needs to be readily-available and as clear as possible.

4. Make your application interactive
Video is something which is only recently beginning to be fully utilized in the job search process. Skype interviews are increasingly common, however video CVs and cover letters have not quite taken of as of yet. Whether participating in a video interview, CV or cover letter, make sure that you're fully prepared.
A visual version of you provides far greater insight to prospective employers than a sheet of paper. Make the most of this by ensuring that the backdrop is clear, your dress smart and yourself well-rehearsed. YouTube is the third most visited site in the world – and its popularity shows no sign of waning. They're a great opportunity to demonstrate your skills and creativity.

5. Network online

Effective networking is perhaps the most crucial step in your technology-savvy job search process. Make yourself easily discoverable across all social media sites by following this advice. Interact with brands you love, contact people you admire, blog about things you're passionate about and develop your network. LinkedIn is unrivalled for professional networking; it's used by more than 90% of recruiters and employers to source new candidates, more than any other social media site. Hays recently hit the 1 million follower mark on LinkedIn, so here's our guide on how to optimize your profile.

6. Look in the right places

The last thing to understand about making full use of technology in your job search is knowing where to look. The latest and greatest positions can be found from a variety of sources, such as newsletters, individual job ads on LinkedIn, online job boards and individual recruitment sites. You can also use your research skills to do some homework on your interviewer, should you be successful with your initial application.

The job search process is ever evolving; as new mediums and platforms emerge it's important to stay on top of the latest development. Through using a variety of methods in your job search, such as those outlined above, you give yourself a better chance of being contacted by prospective employers. The above information will help you to secure a position using the most modern methods, make sure you take full of advantage of them. Good luck in your job search.
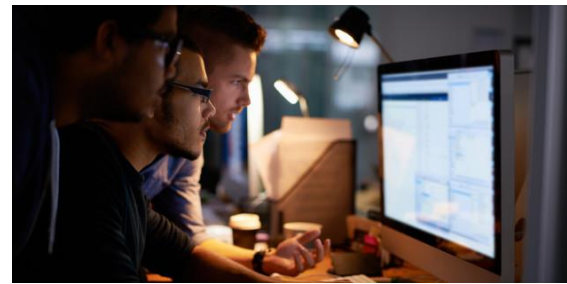
A day in the life of a ...
Big Data Architect

Since the greater part of a Big Data Architect's job will involve data in one way or another, a love of data does seem like a prerequisite. But how do the other aspects of a day in the life of a Big Data Architect look like? Big Data Architects must know data inside and out, but they also must have strong marketing and analytical skills, a solid knowledge of statistics and applied math, and an understanding of security and governance. And, because they are expected to be so well-rounded in their knowledge and skillsets, they also spend their days involved in a variety of activities beyond simply designing data solutions. They also spend a significant amount of time in meetings, working with team members, and using a wide variety of tools.

Quick & to the point - Career Advice

Question: *I have two job offers and not sure who to go with. Same pay, position, and opportunity for growth. What would you recommend that I do?*

Answer: Ten years ago, it would have been unheard of to find employee reviews and salary data for a company. Today, according to a report on technology trends in hiring from iCMS, 92 percent of working Americans turn to employer reviews when considering a new job. Plus, one in three Americans — and 47 percent of millennials — have declined a job offer due to poor reviews. With a little online research, job seekers can now feel empowered in salary negotiations, prepare for job-specific interviews and even determine whether a company is a good fit before the first interview. I suggest you find out what others are saying to help you decide this one. Best of luck!

GIT monthly career workshops

We all need help, time-to-time. That is why Global Information Technology provides FREE career preparation workshops for students. There is no obligation to register for any of our courses. We just want to help ……

**When: Wed., October 16, 2019
Time: 5:15 PM
Topic: Leveraging Social Media to Brand Yourself**

UPCOMING JOB FAIRS THIS MONTH!

October 8
Detroit Job Fair
Tue, 11 AM – 2 PM
20301 Oakwood Blvd
Dearborn, MI

October 16
JOB FAIR DETROIT October 16th! *Sales, Management...
Wed, 6 – 8 PM
Embassy Suites by Hilton Detroit Livonia Novi, 19525 Victor Pkwy
Livonia, MI

October 24
Detroit Metro Career Fair. Get hired!
Thu, 9:30 AM – 12:30 PM
DoubleTree by Hilton Hotel Detroit - Dearborn, 5801 Southfield Fwy
Detroit, MI

October 28
2019 Detroit Pistons Teammate Networking Event
Mon, 5:30 – 7:00 PM
Little Caesars Arena, 2645 Woodward Ave
Detroit, MI

October 31
Detroit Veterans Job Fair
Thu, 11 AM – 3 PM
Ford Field, 2000 Brush St
Detroit, MI

7 hot new IT jobs — and why they just might stick

Unusual job titles aren't new in the IT world. Before the Twitter ninja and social media rockstar, before the webmaster was hired to conjure up HTML sorcery, there was the software evangelist, an IT job title that merged the worlds of sales and religion. In the early '80s an Apple executive coined the term for an Apple marketer who would praise the first Macintosh to potential developers and customers.

Since then, as firms have looked to boost innovation, cut costs, or improve security, new IT job titles have been forged to catch attention and signal a possible way forward. Scan IT job sites like Glassdoor, Indeed or LinkedIn and you'll see bizarre IT job one-offs – Microsoft, for example, has a chief storyteller, and Google a chief futurist -- but also hundreds of (somewhat) recent additions and with openings like innovation manager. Here, we look at 7 new or newly focused IT positions that experts say may sound a bit strange but are needed in today's workplace and are here to stay.

Cloud cost containment officer/negotiator

As the use of software as a service increases, companies are looking for someone to manage short-term and long-term cloud costs. This role typically requires someone with a mix of business and technical skills

CIoTO (chief IoT officer)

A chief IoT officer would be tasked with integrating new product development with the IT department, as new internet-connected products (and potentially systems across entire businesses) are developed.

Data protection officer

As the EU preps for its data protection law, the General Data Protection Regulation (GDPR), to go into effect next year, companies are considering whether they need new positions that will help them stay in compliance with the GDPR, which aims to provide digital privacy to those in Europe. One such title is data protection officer.

Devops manager/VP of devops

Of the job titles here, devops managers are likely the most prevalent. There are thousands of postings for someone who can wrangle IT needs and development, with salaries ranging just below to mid six figures. Job descriptions list requirements like managing teams of engineers, tracking costs and tracking (and implementing) new technology.

Penetration tester

Most IT pros say it's not a matter of whether a company needs a penetration tester but what kind — and whether the hire is a full-time gig. Either way, the era of hackers on the payroll is upon us.

Innovation manager

An innovation manager could wear different hats depending on the company — and some have argued innovation should be baked into each department as a matter of course. Nevertheless, the speed of change in business has some firms hiring an executive to keep an eye on emerging technology.

Automation architect

Automation is, of course, an old tech standby, but as companies seek to automate their data centers, new challenges arise that require an actual human to address them. Job posting service ZipRecruiter says this job title saw nearly 500 percent growth from 2016 to 2017.

How networking can help you get your next job

These days, job searching has become a lot like dating. You can't expect to find your dream guy or gal by sitting at home waiting for someone to call. You need to put yourself out there in the social environment, both actually and virtually.

Gone are the days when your qualifications spoke for themselves through an anonymous resume. Today, employers want the whole package: qualifications, personality and a certain *je ne sais quoi* when it comes to employees. They want to know that you'll click with them and fit in with the company. And in the same way that we let our friends set us up with potential love interests, employers like to be set up with potential new hires.

A recent Jobvite survey stated that 60% of employers' best candidates are found through referrals. It also showed that 73% of recruiters have hired a candidate through social media. And 93% of recruiters review a candidate's social profile before making a decision. That's why it's so important to maintain social and professional connections. You never know when or from where you're next professional setup will happen.

Here are some other ways that networking can help you find your next job.

Get the Word Out

Hopefully you've built a strong network of connections before you need a job. Now it's time to use them. Make it known to friends, family and contacts on social media that you're looking for a job. Don't be afraid to ask for introductions or recommendations to potential contacts.

Stay On People's Radars

Keep in touch with friends and colleagues through occasional lunches, drinks or friendly emails. Remember to congratulate others for recent accomplishments or life events (such as the birth of a child or a marriage). Try to stay active on social media by posting relevant things on LinkedIn, Twitter or Facebook.

Expand Your Network

With a specific job in mind, focus and expand on your connections in that specific area. This includes attending industry events and functions, volunteering in that field, and joining relevant alumni, business and interest groups in person and on LinkedIn and other social media.

Be sure to follow GIT.