**Career Advice #296 | Archana Srinivasan \***

**IT (QA) | 3 October 2019**

**Toronto**

**Via LinkedIn Premium Career Group**

*Hi, I recently relocated to Mississauga, Ontario from US. Actively looking for opportunities. Am seeing a lot of positions suiting my role. Am applying for all the possible posting. But for some reason not getting response for anything. Anything that am doing wrong here?*

Hi Archana,

From your query, I submit the following overview for you to consider:

* Canadian Innovation
* Network of QA engineers
* Angel List
* LinkedIn Outreach

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Canadian Innovation

For the past 18 months or so, I have followed technology investments announced in various tech news feeds: StrictlyVC newsletter (Connie Loizos), Crunchbase News, Techcrunch, VentureBeat, UKTN and FinSME’s Inc.

One thing that is unique about the StrictlyVC and FinSME newsletters is the focus on investments in SaaS verticals (software as a service), artificial intelligence, machine learning, augmented reality, robotic process automation, robotics, etc in virtually all sectors – real estate, retail, hospitality, healthcare, construction, fintech, insurance, education, farming, manufacturing, robotics, ridesharing, food delivery, autonomous vehicles – and virtually all disciplines -- HR, accounting, logistics, digital marketing, cybersecurity, big data management.

Funding announcements in the above news feeds often include Canadian Tech companies. Some examples from Toronto and Kitchener/Waterloo include:

See post 2 of 7 | Canadian Innovation (continued)

**POST 2**

Hi Archana,

This is post 2 of 7

Toronto-based

Canvass Analytics | provides AI-enabled predictive analytics for the industrial internet of things |https://www.canvass.io/

Clearbanc | offers growth capital to eCommerce & B2B/SaaS companies | https://clearbanc.com/

CryptoNumerics | software company that promises its customers privacy-protected datasets | https://cryptonumerics.com|

d1g1t Inc. | wealth management platform powered by analytics that offers advanced, transparent portfolio management services | http://www.d1g1t.com

Daisy Intelligence | AI SaaS platform | http://www.daisyintelligence.com/

Drop | mobile rewards platform whose shoppers earn points when they make purchases using the app

eCompliance | SaaS solution for improving worker participation in safety | https://www.ecompliance.com/

FlipGive | platform for youth sports teams across North America to raise money | https://www.flipgive.com

FreshBooks | small business accounting software provider; customers in 160 countries | www.freshbooks.com

Horizon Blockchain Games | video game studio and blockchain infrastructure company | https://horizongames.net/

See post 3 of 7 | Canadian Innovation (continued)

**POST 3**

Hi Archana,

This is post 3 of 7

Toronto Innovation (continued)

Primped | book freelance beauty professionals on demand |http://primped.ca/

Properly | Toronto-based real estate technology startup uses Machine Learning to establish home selling price | https://www.goproperly.com/

ProteinQure | biotech startup whose platform seeks to automate the computational design of protein-based drugs | https://www.proteinqure.com/

Sensibill | digital receipts directly from bank accounts | http://getsensibill.com/

Veühub | online platform that delivers video content and programmatic monetization solutions | https://veuhub.com/

Webware.io | providing small businesses with tools to achieve online success | http://www.webware.io/

Kitchener-Waterloo based

**ApplyBoard** | platform that allows students to discover and apply for overseas educational institutions | http://www.applyboard.com/

Avidbots | makes floor scrubbing robots | https://www.avidbots.com/

DarwinAI | building a next generation deep learning optimization and development platform | https://darwinai.ca

ISARA | specializing in creating quantum-safe cryptography | https://www.isara.com/

See post 4 of 7 | Canadian Innovation (continued)

**POST 4**

Hi Archana,

This is post 4 of 7

Kitchener-Waterloo (continued)

Plum | talent data platform | https://www.plum.io/

reebee |connects brick and mortar retailers to shoppers on a digital platform | http://reebee.com/

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Network of QA Engineers

You may want to consider making a list of the persons having similar experience to you in the Toronto area (and possibly across Canada) and reach out to them directly to enquire about potential roles within their company, roles at their past employers or within the community. Some you may know. Most you will not. Use the LinkedIn search function to type in the job title you desire to get hired into or perhaps the role above the one you are seeking. For example, I typed “QA Engineer, in People” and set the location as “Toronto”; a total of 13,994 results returned. It appears that a number of roles are mixed into that total and could also include non-technical roles. You would need to perform your own detailed search.

See post 5 of 7 | QA Engineers (continued)

**POST 5**

Hi Archana,

This is post 5 of 7

Network of QA Engineers

In any event, the first 10 profiles which I believe may be relevant to your experience, are as follows:

Name | Role | Company

Ichha Khemka | QA Engineer at Mercatus Technologies

Prabhjot Kaur | QA Engineer at Veeva Software Systems

Ashwini Babugouda Patil | QA Engineer at Zoom.AI

Lisha Varughese | QA Engineer at Uptake

Ning Li | Software QA Engineer at The Active Network

Parthipan Chandrasekaran | QA Engineer at TD

Rekha Thomas | QA Engineer at Coinchange

Saransh Vaid | QA Engineer at Microdea

Khadija Rasul | QA Engineer at Fiix Software

Krunal Bhadresha | QA Engineer at SJI Tech

NOTE: Reviewing the names of QA Engineers in you area will provide you with a detailed list of the software and tech companies – in addition to the Canadian innovation list -- that generally hire people with your skill set, irrespective of whether or not you reach out to the individuals.

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See post 6 of 7 | Angel List

**POST 6**

Hi Archana,

This is post 6 of 7

Angel List | [https://angel.co](https://angel)

Angel List is primarily used by tech startups to list their tech and non-tech roles. A quick search revealed:

27,900+ startups globally

1,334 across Canada

Toronto: 686

Vancouver: 227

Montreal: 227

Waterloo: 44

Calgary: 31

Ottawa: 27

Kitchener: 21

You may need to setup your profile in order to fully access the site. Startups on Angel List may not always use typical sites for recruiting staff. It may be beneficial for you to get familiar with some up and coming startups in Canada, which may require experienced QA engineers and similar personnel as they scale and grow.

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Outreach to QA Engineers | Founders | HR managers

Once you have researched the companies and names you are interested in, then you should consider using LinkedIn to commence your outreach.

Step 1: Use LinkedIn

(a): Prepare 300-character introduction

See post 7 of 7 | Outreach (continued)

**POST 7**

Hi Archana,

This is post 7 of 7

Outreach (continued)

(b): Use LinkedIn “Personalized Message” to connect. This is done to get their attention. Not everyone will reply and accept your request when you simply click on “Connect”. The standard reply from LinkedIn “Archana wants to connect with you” may not be very appealing to most people. You message could be as simple as:

“Hi Ichha, I am reaching out to fellow QA Engineers in the Toronto area to expand my network. I am new to the area but have XX years of experience as a QA engineer. If Mercatus Technologies is hiring that is great. Otherwise, I would be keen to connect. Regards, Archana”

(c): When the fellow QA Engineers accept your connection, thank them. If you are contacting the HR manager, CEO or founder, then thank them for connecting & thn request permission to send your CV/resume; confirm the appropriate email address (or whether the email included in “LI contact info” is current).

Step 2: Use email to send your CV/resume & relevant cover letter

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Have fun researching. Feel free to message me if you have any questions