

Her Career Said Executive. Her LinkedIn Profile Didn't.

How a 25-year biopharma leader moved from 40/100, Low-Signal, to 83/100, Magnetic, on the LiveWire LinkedIn Profile Score™.

LiveWire LinkedIn Profile Score™ Executive Profile Assessment



BEFORE
Low-Signal



3-BAND JUMP



AFTER
Magnetic

PILLAR BREAKDOWN



2 of 15

Proof Points

217

Profile Views (90 days)

Empty of 3 Assets

Featured Section

LiveWire Collaborative

The Translation Problem

Kimberly Dickerson Dilday did not have a credibility problem. She had a translation problem. Her 25-year biopharma career included 12+ global submissions and approvals, 40+ health authority meetings across FDA, EMA, MHRA, Health Canada, FDA Ghana, and NAFDAC Nigeria, and zero Complete Response Letters. Yet her LinkedIn profile reduced that record to generic role descriptions, no Featured evidence, and only two memorable proof points on the entire page.

Kimberly is an Executive Director of US Regulatory Science and Strategy at a global biopharma company, with a record spanning Novartis, Sunovion, Vertex, and Boehringer Ingelheim. The career operated at the level her target roles required. The profile transferred almost none of that proof to LinkedIn.

The Visibility Gap

Element	Before
LiveWire LinkedIn Profile Score™	40 / 100
Band	Low-Signal
Surfaced proof	None. No Featured section, zero recommendations, no artifact or third-party validation anywhere on the page.
Experience	Every role a three-line template. No outcomes, filings, approvals, or team scale across 25 years.
Memorable proof points	2 on the entire profile, both buried in About.
Headline	Roughly half the available space unused. No scope, level, or evidence.

Low-Signal described the profile's output, not the career behind it.

The LiveWire Assessment

Both versions were evaluated against the same 100-point rubric and the same executive-positioning objective, across four pillars: Strategic Positioning, Executive Proof, Findability & Search Alignment, and Credibility, Risk & Readability.

Pillar	Before	After
Strategic Positioning (30)	12	23
Executive Proof (30)	5	27
Findability & Search Alignment (20)	10	16
Credibility, Risk & Readability (20)	13	17
Total	40 / 100	83 / 100

The Strategic Rebuild

Three decisions drove the transformation.

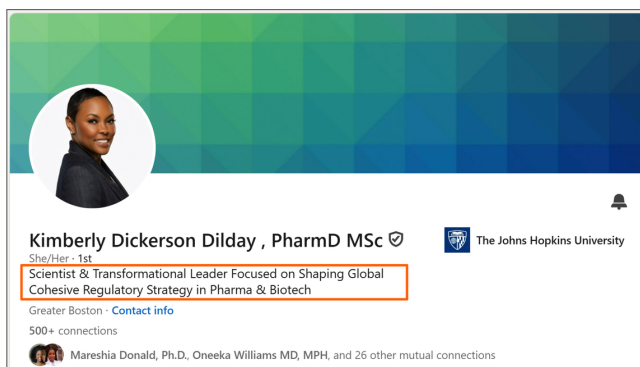
Lead with proof, not positioning language. The headline and About opening were rebuilt to place the profile's most differentiating evidence in the first fields a search partner or decision-maker sees, replacing category description with a specific, arguable point of view backed by a four-company arc.

Turn responsibilities into executive evidence. Every Experience entry was reframed around named outcomes, agencies, designations, and scope, replacing three-line templates with the record the CV documented but the profile did not.

Distribute credibility across the profile. The Featured section was built from absent to three curated proof assets. The Skills section was curated end to end, with the first three displayed skills deliberately set. The LiveWire Anchor Map™ expanded from 2 memorable proof points to 15, distributed across the headline, About, Experience, and Featured.

Before / After Proof

BEFORE 40 / 100 - Low-Signal



AFTER 83 / 100 - Magnetic



LiveWire Collaborative

The Results

Score. 40 to 83. Low-Signal to Magnetic. A three-band jump.

Reach. 217 profile views in the 90 days following the rebuild, nearly half the 473 recorded across the entire prior year.

"When I came to Angela, my profile was accurate but invisible. My accomplishments sat buried under job titles and focus areas."

"She is strategic, rigorous, and exceptionally good at helping accomplished professionals finally look on paper the way they show up in a room."

Kimberly Dickerson Dilday, PharmD MSc
Executive Director, US Regulatory Science & Strategy | Boehringer Ingelheim

The profile transformation improved how Kimberly's executive value is presented. Any downstream career outcomes reflect many factors beyond the profile itself.

Why This Matters

Kimberly did not need more experience. She needed the evidence of that experience to become visible, specific, and credible within seconds. Her original profile was accurate, but accuracy alone was not enough. It failed to communicate the level at which she had already been operating for 25 years.

If you lead an established organization, the same gap has the same cost. The people who evaluate you (boards, donors, partners, senior talent) check your LinkedIn profile before they ever take the meeting. A profile that undersells you is quietly taxing every one of those decisions.

Your Turn

The LiveWire LinkedIn Profile Score™ identifies where executive proof is missing, buried, or unsupported, and what should be corrected first.

If you suspect your profile is not communicating the level at which you operate, there are two ways to find out:

Free AI Visibility Diagnostic

Two minutes. Five questions. Find out how AI sees your organization right now.

canairecommendyou.com

LiveWire LinkedIn Profile Score™

A 100-point executive profile assessment across four pillars, with a prioritized action plan for what to fix first.

Contact Angela directly (below)

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The LiveWire LinkedIn Profile Score™ and LiveWire Anchor Map™ are proprietary to LiveWire Collaborative.