



Why Marketing ...

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What's marketing....



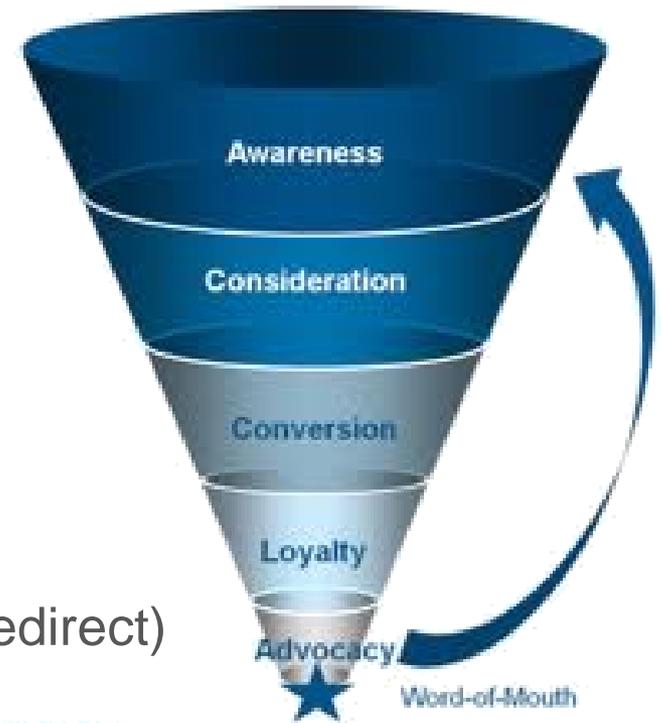
- Advertising?
- A marketing professional stimulates demand for supply in the market place.
 - Marketing is defined by the American Marketing Association ([AMA](#)) as *"the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Marketing is a product or service selling related overall activities."*
- Marketing is used to identify the customer, to satisfy the customer, and to keep the customer.
 - Product → Solution
 - Price → Value
 - Place → Access
 - Promotion → Information



...it's about understanding the business

Why a Ph.D?

- Marketing is about understanding a complex problem. You need:
 - Market research
 - Psychology, behavioral studies
 - Communication skill
 - Strategy
- Most important aspects of a Ph.D.
 - Teach yourself to learn
 - Scientific process
 - Communication skill
 - Challenge of the unknown (test, fail, redirect)



Marketing in the Life Sciences

- Biotech/Pharma vs. tools
 - Brand managers
 - Market research
 - Product managers
- Product Management/Marketing
 - Product development
 - Market research (identity)
 - Technical
 - Market development
 - Research
 - Product lifecycle management
 - Portfolio
 - Rationalization
 - Supply/demand issues



- Extrovert
- Passionate
- Analytical
- Results driven
- Organized
- Multi-tasker
- Influential leader

How to get in...

- Your network is your best option
 - LinkedIn
 - Ask for informational interviews
- Start with Sales/FAS or R&D.
 - Technical support and quality less desirable
 - Make a decision about Pharma vs. tools (regulated vs. unregulated)
- Be prepared
 - ‘what do you expect from this job?’ and ‘What would you like to do in 5 years?’
 - Understand you are part of a business
 - be a team player
 - Don’t use ‘I don’t like to write grants’. There’s plenty of writing/justification to do.
 - Send a resume not a CV
- Get an MBA
 - It’s not required but you can enter into marketing straight away
- Typical marketing career path:
 - Associate product manager/marketing manager
 - Levels of marketing manager, Sr. mkt. mgr, group leader, director, Sr. Director, VP, President.
 - The higher you go the more strategic the position becomes.



Why I like what I do...

- I get to bring cool science and technology to every scientist!
- I get to be the **first** to find, see and bring the value of a new technology and product to scientists.
- I get to work with lots of scientists everyday in many areas!
- I get to use my skills in research... to understand global markets
- I get to use psychology of human nature
- I love strategy
- You can travel globally.



