Biomedical Marketing

How We Connect Our People and Technologies to the Market

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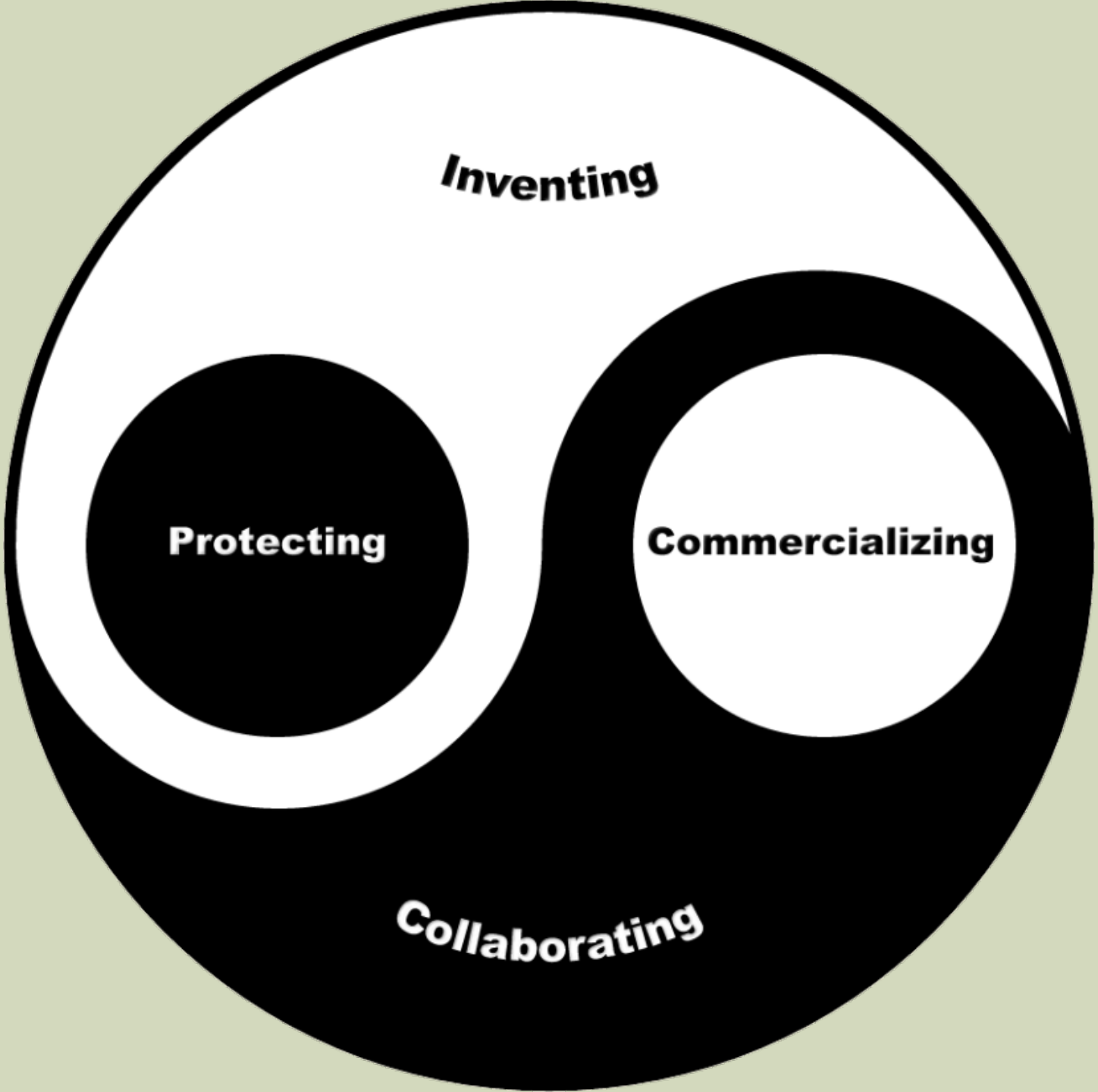
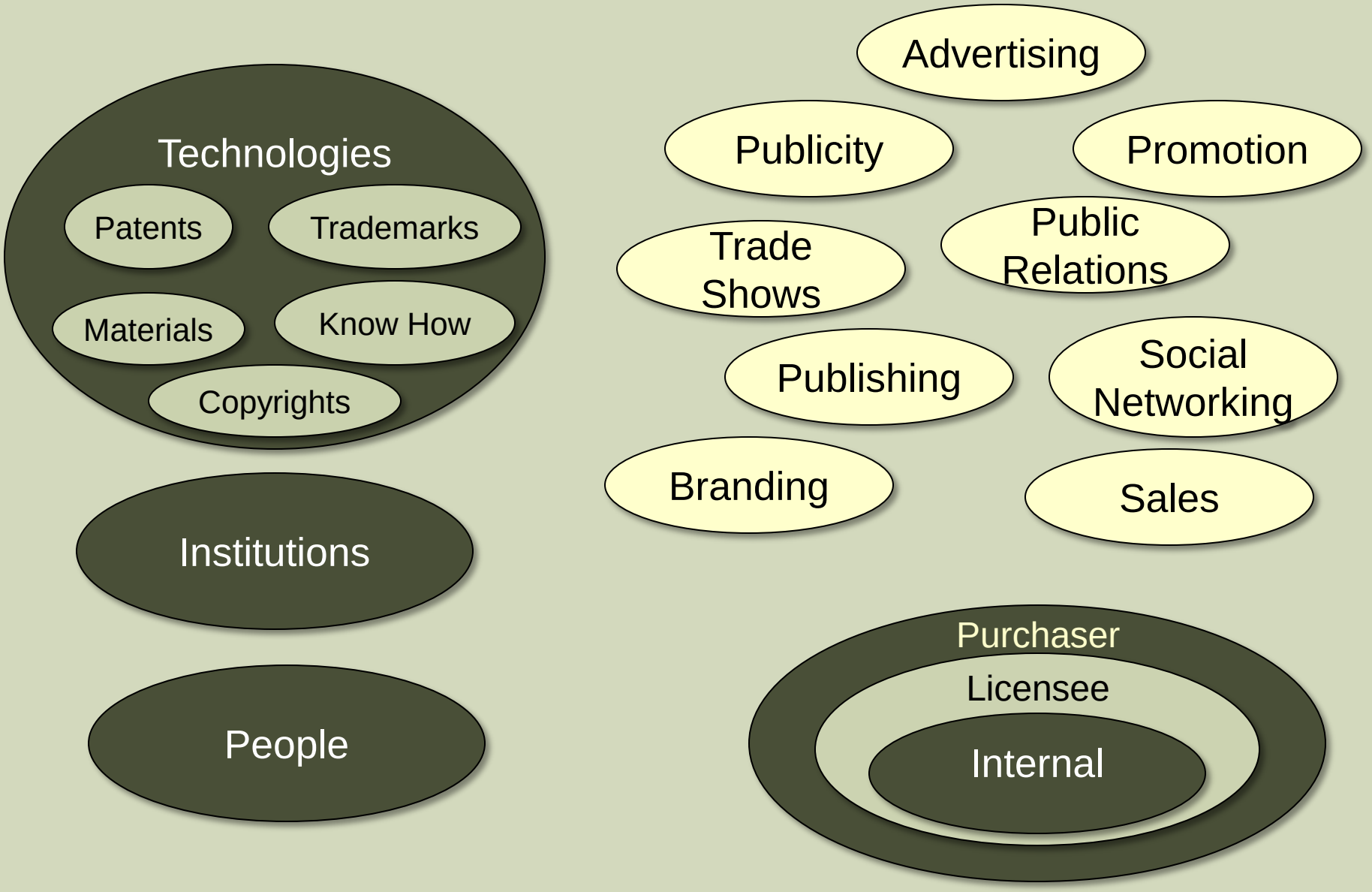
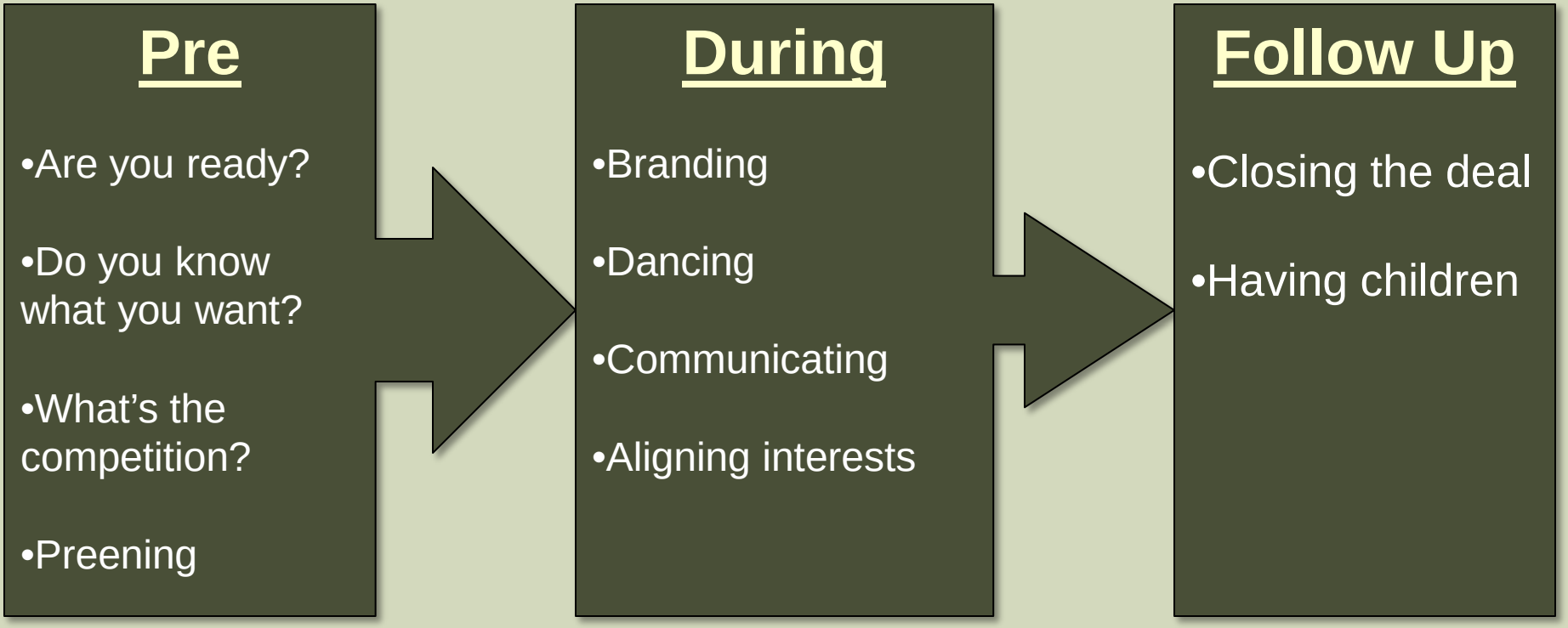

Inventing
Protecting
Commercializing
Collaborating

What Do We Market, To Whom and How?



Marketing BiomedTech is Like Dating…

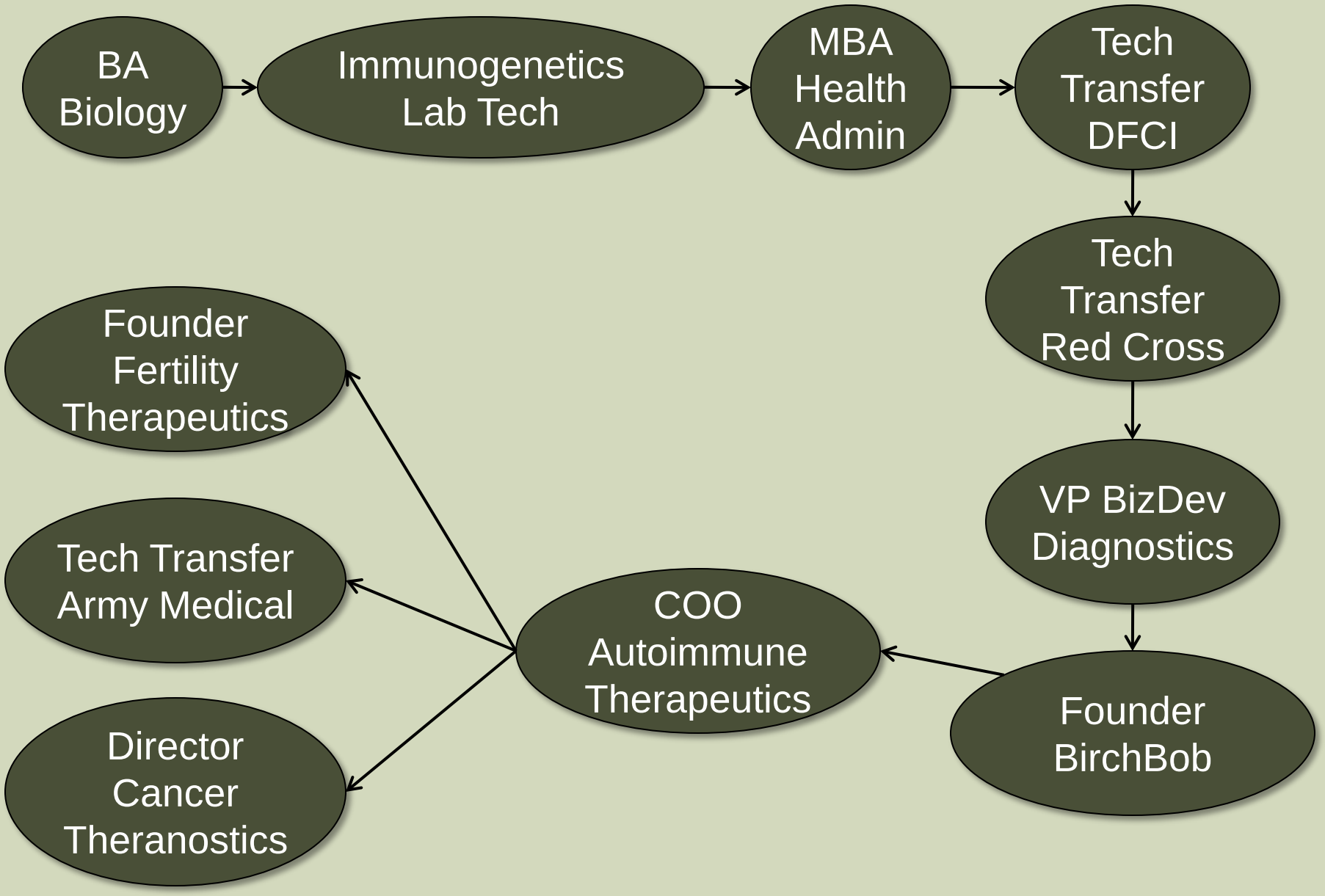


Product

Promotion
Place

Price

My Career Path



PhD and Then What?

- Strong science background invaluable!!!!!
- Marketing is inherent in all commercialization
- Branding is everywhere and critical but often overlooked

- Strongest skill: Learner
  - **What do you read every week**
  - **Become a niche expert by presenting**
- Acquired needs: legal, business, IT

Marketing Pieces

- Printed version
- Web version
- Market the inventors, collaborators, facilities, organization, in addition to the technology
- Move to include tutorial video clips, podcasts

You Know Good Branding When You See It!

Career Paths in Marketing

- Technology Transfer Marketing
  - Foot in door activities (internships, free work, consulting, social networking)
  - Assistant/Associate/Director level opportunities
- Private Biomed Marketing
  - Multi-skill requirement
  - Bring something else to the table
    - Grant writing
    - Patent writing

Challenging Duties For New Marketers
Message Tuning – Hard to quickly know diverse customer needs
Budgets and Resources – Always; time
Team Integration – Group vs Solo models

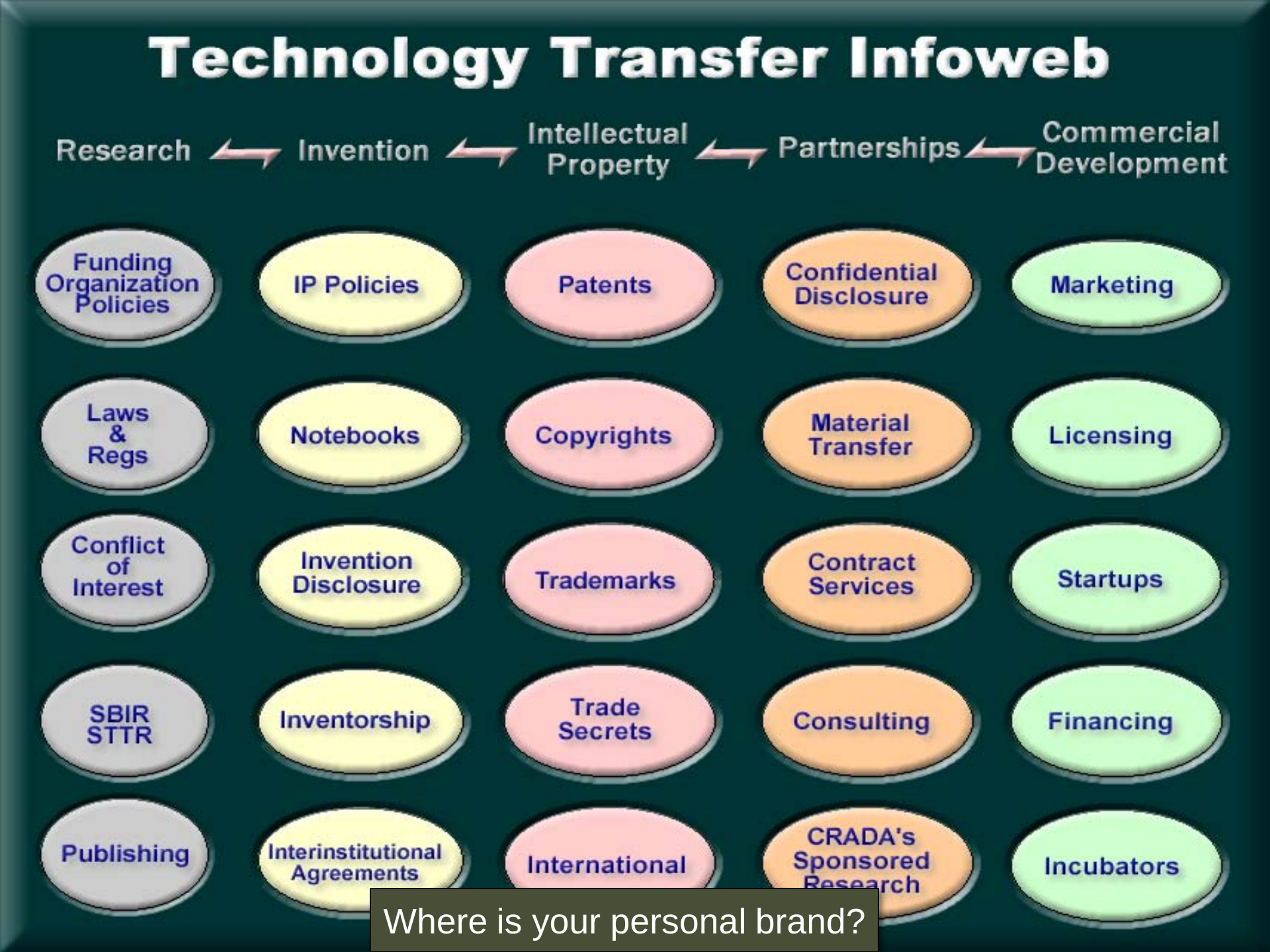
Common Questions

- **MBA advantageous** – Yes, yes and yes
- **Salary**
  - 50-75K assistant,
  - 75-125K associate,
  - 125-160K director
    Industry: add 25-75K
- **Differences** for larger vs smaller offices vs government
  - Case load
  - External resources
  - Expectations
  - Yet similarities abound

Where Are We Headed in Marketing?

- Personalized
  - Need to constantly alter volume, level, perspective
- Mobile – information when and where
- Socially networked – do you have wuffie?
- CRM pre and post sale
- Permalinks to customers – what it takes
- Externalized activities – ever changing

Technology Transfer Infoweb



Where is your personal brand?

Which came first, the Licensor or Licensee?

Contact Information

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