Biomedical Marketing

How We Connect Our People and Technologies to the Market

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What Do We Market, To Whom and How?

Technologies
- Patents
- Trademarks
- Materials
- Know How
- Copyrights

Institutions

People

Advertising

Publicity

Promotion

Trade Shows

Public Relations

Publishing

Social Networking

Branding

Sales

Purchaser

Licensee

Internal

What technologies do we market? To whom do we market them? And how do we market them?
Marketing BiomedTech is Like Dating...

**Pre**
- Are you ready?
- Do you know what you want?
- What’s the competition?
- Preening

**During**
- Branding
- Dancing
- Communicating
- Aligning interests

**Follow Up**
- Closing the deal
- Having children

**Product**

**Promotion**

**Place**

**Price**
My Career Path

BA Biology → Immunogenetics Lab Tech → MBA Health Admin → Tech Transfer DFCI

Tech Transfer Red Cross → VP BizDev Diagnostics

COO Autoimmune Therapeutics

Founder Fertility Therapeutics

Tech Transfer Army Medical

Director Cancer Theranostics

Founder BirchBob
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
Where is your personal brand?
Which came first, the Licensor or Licensee?
Contact Information

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