

Vanderbilt Career Symposium
Business of Biotech and Pharma

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What do I currently do?

- ❖ Work in Market Planning /Strategic Analytics Groups– on assignment in Basel
- ❖ Provide commercial and development teams an understanding of market dynamics to help in their decision-making process
 - Market Research
 - Forecasting
 - Analytics
- ❖ Manage a team

Typical Day

- ❖ On the Road
 - Running market research – see respondents behind the glass mirror
 - Attending conferences
- ❖ In the office
 - Analyzing data and preparing standard reports
 - Forecasting and running scenarios
 - Addressing ad-hoc requests from senior management
 - Presenting findings
 - Managing my team

What was my path?



marchFIRST

Decision
Resources
A Decision Resources, Inc. Company

biogen idec

Genentech
A Member of the Roche Group



How my training helped me along my career path

- ❖ Hypothesis-driven thinking was not a foreign concept to me – helped me with solving business problems
- ❖ All those journal club presentations helped me feel confident about presenting - allowed me to answer questions without being flustered
- ❖ Learned good technical skills
- ❖ Experience in teaching medical students allows me to mentor my team
- ❖ Clinical trial papers were readable because of my scientific background
- ❖ My organizational skills helped to complete complex projects

Career Pathing/Advancement

- ❖ Within the same group
- ❖ Marketing
- ❖ Business Development
- ❖ Portfolio Management
- ❖ Life Cycle Leaders

Different ways to start in the Biotech or Pharma industry

- ❖ Prior experience is important! It's not common to go directly into the commercial side of the Pharma industry from grad school or your post-doc
 - Get initial experience on the vendor side (i.e consulting firm, market research agencies)
 - MBA and intern at a Biotech or Pharma company between 1st and 2nd year
 - Start as a scientist and learn the industry – switch over to the commercial side after a few years
 - Clinical trial coordinator or program manager coordinator

Your training could allow you to work in many industries.....

- ❖ Consulting companies
- ❖ Market Research Vendors
- ❖ Advertising Agencies (in their analytics group)
- ❖ Pharma companies
- ❖ Venture capital firms
- ❖ Business Development
- ❖ Competitive Intelligence
- ❖ Any industry that needs to track their performance