



RUTGERS

iJOBS Career Panel: Tech and Sales Support

Tuesday October 3, 2017

4:30-6pm

675 Hoes Lane West

Room V10

Piscataway, NJ

Advice for those interested in careers in tech and sales support

Types of jobs in this area:

1. Tech Support is someone who fields phone calls to help those using the product
2. Inside Sales is someone who stays in the office and calls people to try to help them plan their experiments and make a sale.
3. Field Application Specialist is someone who demos the product in the labs.
4. Sales Representative is someone who makes the deal and gets the commission. You can start off as Associate Sales Rep but then move up the ranks.

This career is good for people who like helping others plan and troubleshoot their experiments.

All of the sales and tech positions give feedback to the product development team to help them design better products. Therefore you will still be involved in the science.

Some positions such as Field Application Specialist and Sales Reps require more travel but it depends on your territory.

Your quarterly sales numbers are what you need to shoot for to rise to the next level.

How to get the interview:

- Broaden your portfolio with emerging technologies when you are a grad student or postdoc so that you have more to draw upon. You need the technical know how to speak to the customers.
- Use recruiters and your own sales representatives as contacts when you are applying. If you ordered from a company then ask the person you order from to connect you to their hiring manager.

How to ace the interview:

- How would you describe yourself ?
- Promote your soft skills. They want to know you have good communication, production, negotiation and prospecting skills.

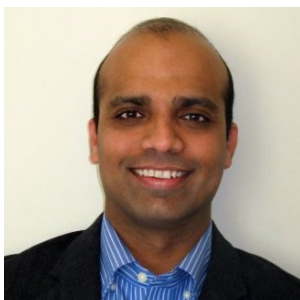
- It is important to be a good listener and to be personable.
- Customer service skills are very helpful including retail work. You have to be willing to ask for the sale.
- When they ask you if you have sales experience tell them that every time you write a grant, you are selling yourself and every time you write a paper, you are selling yourself and your ideas so yes you DO have sales experience.
- Multitasking is also a very good skill to indicate that you have and will help you in this job.
- During the interview, use the STAR technique to answer a question. What was a Situation you have been in that relates to their question. What was your Technique to approach the problem. What was your Action in that situation? What was the Result?

David Gdula, PhD
Account Manager, Tri-State Region
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David received his BS in Biochemistry from The University at Stony Brook and his doctorate in Biology from the Johns Hopkins University. After a postdoctoral fellowship at the National Cancer Institute, he left the bench for industry in sales, marketing, and technical support. His first role was that of a Field Applications Scientist at Packard Bioscience (now PerkinElmer) and he went on to technical sales roles in various companies including Invitrogen, Affymetrix, and now New England Biolabs. David always preferred to assist colleagues with experimental design, assay development, and technical troubleshooting rather than engage in his own research projects, a mindset suited for the role he currently has.

Gautam Dravid, PhD
US Regional Sales Manager, Cell Culture Products
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I completed my PhD in 2000 in India, and came to Johns Hopkins as a post-doctoral fellow. I did a second post doc and subsequently became a Research Associate at UCLA. In 2012 I moved into a Technical Sales Representative role at STEMCELL Technologies and covered MD, DE, DC and VA. Since 2014 till date, I have been the US Regional Sales Manager for cell culture and media products. I currently have a team of 6 field

sales reps who work with me. I primarily cover the southeastern states. As a sales manager it is a great opportunity for me to travel with my team and talk to scientists who are doing ground-breaking research in various areas. My previous bench experience helps me significantly while talking to scientist, truly understanding their pain points and offering solutions to them, which is in line with our company's motto of 'Scientists Helping Scientist'

Danny Richmod, Ph.D.

Takara Bio

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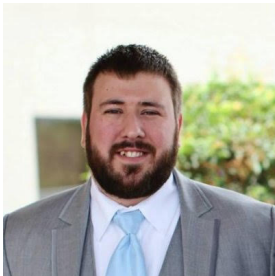
Danny Richmond acquired his PhD/Post Doc in Biomedical Sciences in 2012 at Florida State University. While there, he studied chromosome segregation using budding yeast as a model system. Since then, he has taken some key skills that he learned doing research and has been applying them in industry in a sales capacity. His first role was at Affymetrix, and now he works for Takara Bio.

William A. Rogers, Ph.D.

Technical Account Manager (US EAST III)

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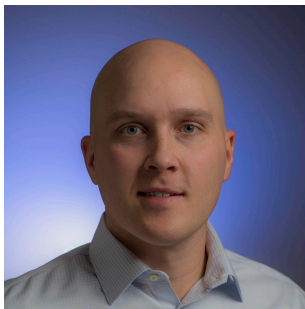
I joined GenScript in June 2017 filling a Technical Account Manager position after the publication of my post-doctorate research at Princeton University. Before GenScript, my Ph.D. research was focused on the elucidation of regulatory networks in fruit flies at the University of Dayton. Between undergrad and grad school, I performed diabetes research on mice at the Cleveland Clinic-Lerner Research Institute. Throughout my career, I had the opportunity to work in a wide range of labs on various model systems. Those above are just a subset of my experiences, they are great for the academic arena but may not always translate well into the business world. Luckily, GenScript not only supports those from the academic realm, but helps them thrive in various positions within the company.

C.J. Boehler, Ph.D.
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C.J. Boehler [Bo-Ler] received his M.S. and PhD in Nutritional Sciences from the University of Wisconsin-Madison in 2013. He joined Sigma-Aldrich in 2014 as part of the custom products group just outside of Houston, TX. There he assisted researchers in the Northeast with designing and pricing projects involving oligos, custom peptides, and siRNA. In 2015, he took an Account Manager role with Columbia University and Yale University, before transitioning into his current role of Research Technology Specialist in January of this year. As a Research Technology Specialist, C.J. meets with Pharma and Biotech researchers in the Mid-Atlantic to discuss MilliporeSigma's emerging technologies portfolio including: CRISPR/ZFNs, custom cell line engineering projects, and RNAi to name a few topics."

Glen Marszalowicz, PhD
Account Manager
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Upon receiving his B.A. from Rutgers University, New Brunswick with a major in Biology and minor in English in 1999, Dr. Marszalowicz held roles in the preclinical drug development space as both a cardio-toxicology surgical and radio-biodistribution technician. After 2 years developing his technical skill set for experimentation, he returned to receive his Ph.D. in Biomedical Sciences from Drexel University, with mentorship from Scott Waldman M.D., Ph.D. of Thomas Jefferson University. His research focused on the targeting of metastatic colorectal cancer in both diagnostic and therapeutic modalities, culminating in the generation of an immunotoxin whose proof of concept technology has been moved by Millenium/Takeda into phase II Clinical trials. Upon graduation, Dr. Marszalowicz managed the custom antibody service marketing arm of GenScript, USA. He now acts as the New York Account Manager for Cell Signaling Technology.

Lisa Berkowitz, PhD

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Lisa Berkowitz, PhD started her science career by receiving a B.S. in Biological Sciences from Cook College, Rutgers University in 2008. From there she entered the Molecular Biology and Genetics PhD program at Temple University School of Medicine. Her thesis work on long non-coding RNA regulation in embryonic development resulted in two first author publications. After her PhD, Lisa went on to do a Post-Doctoral Fellowship at Albert Einstein College of Medicine. In 2014, Lisa joined Life Technologies as an Associated Sales Representative for the Invitrogen and Applied Biosystems product line where she focused on selling to the researchers at the University of Pennsylvania. In 2016, Lisa transitioned to her current role, Genetic Solutions Representative, which entails capital equipment and reagent sales to a wide variety of customers such as academic researchers, hospital diagnostic laboratories, pharmaceutical customers, and small biotechnology companies.

Sumit Kumar, PhD

Sr. Product Marketing Manager, Gene Synthesis

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Dr. Sumit Kumar earned his MS degree in Biomedical Engineering from Drexel University, where he was first exposed to functional genomics while working with long-oligonucleotide gene-specific microarrays. He continued his education at Drexel University for his Ph.D. in Microbiology and Immunology, characterizing several nucleic acid binding proteins in Malaria parasite. Currently, he is working as a Senior Product Manager at GENEWIZ, focusing on synthetic biology and next generation sequencing services.

Thomas Lendrihas, PhD

Sales Representative

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