CONTENTS

1. A SCIENTIST GONE BAD: OR HOW I WENT FROM THE BENCH TO THE BOARD ROOM
   Cynthia Robbins-Roth
   So How Did This Happen? 2

2. TECHNICAL WRITING: MAKING-SENSE OUT OF MANUALS
   Clayton R. Randall
   What Is a Technical Writer? 11
   Why Tech Writing Is a Great Move 12
   Common Personality Traits of Tech Writers 13
   A Typical Day at Work 14
   What I Like Best about My Job 15
   What I Don’t Like about My Job 16
   How Is This Like Grad School and Postdoc Work? 16
How Is This Different from Grad School and Postdoc Work? (The Bottom Line) 17
How to Become a Tech Writer 17
Where to Find Tech Writing Jobs 19
Where Can You Go from Technical Writing? 20
Resources 20

3. SCIENCE WRITING: COMMUNICATING WITH THE MASSES 21
Sue Goetinck

Should You Become a Science Writer? 21
A Challenging Field 22
Who Needs Science Writers? 23
How Do I Become a Science Writer? 24
What Is a Typical Work Day Like? 25
It's Science, But Is It News? 25
How Do You Explain DNA in Three Sentences? 26
Do Scientists Like Reporters? 26
Will Anyone Read What You Write? 27
Can I Make Money Doing This? 27
How Do I Find a Job? 28
What Are My Opportunities for Advancement? 28
Will I Be Any Good at This? 29
So Is This Really Better Than the Lab? 30
Some Inspiration 30

4. SNAKES AND LADDERS: THE GAME OF PUBLISHING 33
Anita Crafts-Lighty

Rule 1. Follow the Dream as Long as It Lasts 33
Rule 2. Find Out What You Are Good At 36
Rule 3. Make Your Own Opportunities 37
Rule 4. Believe in Yourself 38
The Publishing Business 40
What Are the Jobs within Publishing? 42
Rule 5: Know Your Limits 44
Rule 6: Commitment Leads to Enjoyment 48

5. **Broadcast Science Journalism: Working in Television, Cable, Radio, or Electronic Media** 49

*Eliene Augenbraun*
*Karin Vergoth*

Reporter 50
Producer 52
Editor 55
Broadcaster (in Some Context Known as "Talent") 57
Executive Producer 57
Web Developer/Producer 58
So How Do You find These Jobs? 60

6. **Pituitaries to Pinstripes: A Path to Venture Capital** 63

*Andrea Weisman Tobias*

How I Began My Trek 64
What Is a Venture Capitalist? 67
What Makes a Good VC? 68

7. **How I Became an Analyst: Science-Based Investment Advisor** 71

*Mary Ann Gray*

The Early Years 71
Beginning a Career 72
The Business of Science 73
11. **Consultant to the Stars: Advising CEOs for Fun and Profit** 109
   
   Carol Hall

   My Path into Finance 109
   Becoming a Consultant 111
   What Are You Selling? 112
   It's All about Reputation 116

12. **Regulatory Affairs: Keeping Product Development on Track** 119
   
   Elizabeth Moyer

   What Is Regulatory Affairs? 120
   Regulatory Affairs in a Biopharmaceutical Company 121
   Jobs in Regulatory Affairs? 123
   How to Succeed in Regulatory Affairs? 126
   How Do You Get into Regulatory Affairs? 129

   
   Pamela Sherwood

   What Is a Patent Agent? 133
   A Day in the Life 135
   What You Need to Do the Job 136
   Getting in the Door 137

14. **From the Lab Bench to the Clinic: A Career in Clinical Research** 141
   
   Katie M. Smith

   The World of Clinical Affairs 141
   My Path to Gen-Probe 143
15. **Technology Transfer: Enabling the Commercialization of Science**  
*Susan Stoddard*

What Is Technology Transfer? 151  
How Did I Get There? 152  
The Typical Day 154  
Moving from Labcoats to Business Suits 155  
The Biggest Changes 157  
Skills for Success 158  
The Right Decision? 159

16. **Corporate Communications: Helping Companies Sell Their Story**  
*Tony Russo*

Making the Move 164  
How Do I Break into the Profession 167  
If I Don't Have These Skills? 167  
You've Got the Job, Now What Can You Expect? 167  
Salary and Job Titles 169  
Training 170  
Mobility 170  
Where Do I Go to Find out about PR? 171  
How Do I Prepare for a Job Interview? 171  
The Personality Profile 172  
Difficulties and Pleasures 173  
Where Do I Go to Find a PR Job? 174
17. **Sales and Marketing: So You Want to Sell?** 175

*Erin Hall Meade*

- How Did I Get Here? 175
- What Do I Do? 177
- How Much Do I Make? 178
- How Do You Prepare for This Sort of Career? 181
- Career Mobility 182
- What About Travel? 183
- What Companies Have Sales People? 184
- What Skills are Necessary? 185
- What Does a Typical Day Look Like? 186
- What Are the Pros and Cons of the Job? 187
- How Often Do I Have a Hair-on-Fire Day? 188

18. **Executive Search:**

*Looking for Talent in All the Right Places* 189

*Bente Hansen*

- What I Do Now 190
- How to Enter This Industry 198
- Personal Comments 199

19. **The Growth of a Manager:**

*From Pure Research to Policy Administration* 201

*P.W. “Bo” Hammer*

- What Is Organization Management? 202
- How Did This Happen to Me? 202
- So What Do I Do All Day? 203
- Comparing the Work 204
- What’s Next? 205
20. **Science and Public Policy: Translating Between Two Worlds** 207

*David Applegate*

The Need for Science in Politics 208
Making the Shift 209
My Own Path: Turning a Congressional Fellowship into a Career 210
Points of Entry into a Science Policy Career 216
Where Does a Career in Science Policy Lead? 220
Earning Potential 222
Conclusions 222
Additional Sources of Information 223

21. **Research Funding Administration: Matching Money with Research** 225

*M.J. Finley Austin*

I Leave the Lab 227
The World of Program Directors 229
The Job 231
Science and Funding 232
Getting This Job 233
Where Do I Go from Here? 234

22. **Government Agencies: Directing Science in the Military** 235

*Genevieve Haddad*

How I Got Here 236
A Typical Day 238
Required Skills 240
Training 241
Job Structure and Salary 241
Where Can You Go from Here? 242
What Opportunities Exist in the Military? 243
Skills Needed to Succeed 243
The Pros and Cons 244
How to Get This Job 245

23. BUSINESS INFORMATION SERVICES: PROVIDING THE DATA FOR INDUSTRY 247

Mark D. Dibner

How My Path Changed Direction 247
Captain of Industry 250
Creating a New Career: The Proactive Approach 252
Entrepreneurship 255
Where the Time Goes 256
Where IBI Is Going 257
Getting into the Business 258
Paths to This Career 258
Concluding Thoughts 259

INDEX 261