

“Enjoy traveling and meeting people from around the world.”

Bio-economy Career Profile

Position: Director of Marketing and Business Development

Name: Didier Jean-Francois

Company: Caprion Proteomics

Salary Range: \$80,000 to \$170,000 per year



What I do:

Caprion Proteomics provides a specific and rare service for companies doing clinical and pre-clinical research: the company identifies proteins that are very specific and different among various groups of people and animals.

As Director of Marketing and Business Development, I wear two hats: marketing and business development. My position in marketing requires that I communicate what we do through multiple channels and create “pull,” which means, in short: opportunities for the company to work with others. On the business development side, I meet with existing and potential clients, identifying opportunities to work together, up close and personal. I then negotiate and manage deals throughout the process.

Travel is a large part of my job. I mainly travel to the U.S., since much of the industry is located there. I also travel to Europe and Japan, our next-most important markets. In this position, you should really enjoy traveling and meeting people from around the world.

What education and skills do candidates need for this position?

I completed my Bachelor of Sciences, majoring in biology, and later completed an MBA, including formal training in marketing. In a position like this, you need to have some ability to relate to drug research, as the majority of your clientele will have a Ph.D. in science and worked on the

research side even if today they are in a business development role.

It is important for people in this position to be able to work in an interdisciplinary fashion, which means that you must be able to work with a wide range of people, whether they are in sales, science, or marketing. The ability to communicate effectively and clearly is paramount for someone in marketing or business development.

You also need to be extremely organized and leverage today’s modern CRM (Client Relationship Management) tools in keeping contacts with existing and potential clients. You should also have “salesmanship,” drive and persistence, and be a motivated, self-starting person to work in the marketing and business-development side of the biotechnology industry. It is also helpful to be competitive. Finally, being a social person is helpful, not only in the workplace, but also the many social settings in which you will find yourself; after all, that’s all the more opportunity to initiate a partnership discussion.

What are the best parts of your job?

For me, it’s a very personal thing; this is the first job where I feel like I want to stay for a while. I really enjoy the people, the amount of travel, neither too little nor too much, and the work itself.