

Hot Topics in Biobusiness

SLA Annual Conference 2013

**How Does an Info Pro Respond with Agility and Grace to an Ever-
Changing Landscape?**

June 9, 2013

Cindy Shamel

The Landscape is Shifting

- A long standing R&D team of seven professionals dissolve and split up. Two got laid off, two **moved** to competitive intelligence as analysts, two **moved** to marketing for digital asset management, and one remained a research analyst in a different department.
- A solo librarian **rebrand** from research librarian to Knowledge Sharing Champion
- An independent info pro **add** three clinical research organizations as new **clients** because they lack the in-house skills for medical literature searching
- A research librarian **develop expertise** and deliver services in digital asset management and enterprise content management
- A senior business research specialist **add** database quality control to her **skills** portfolio
- A consultant **respond to demand** by strengthening offerings in knowledge management and information audits



So Where Do I Turn?

- Follow the Money
- Meet Client Needs
- Say Yes

So Where Do I Turn?

- Follow the Money
 - Develop products and services that people value

So Where Do I Turn?

- Meet Client Needs
 - Don't try to sell people on what you *think* they need. Listen and learn what they actually need.

So How Where Do I Turn?

□ Say Yes

- When asked to provide a product or service, or otherwise participate in an initiative or activity, say 'Yes'

Think Beyond the “L” Word

- Position Requirements - Current opening - Life Technologies, Carlsbad CA
 - Minimum 3-5 years of marketing research and analysis experience with a global company.
 - Successful track record of performing research and analysis and in providing fact-based insight for business planning and analysis.
 - Proven process orientation and effectiveness.
 - Excellent communication skills (both verbal and written).
 - Attention to detail and consistently delivering high quality work. Ability to meet deadlines, multi-task, and prioritize projects.
 - Ability to learn quickly, establish credibility and influence others. Self-motivated, ability to succeed in ambiguous environment.

Think Beyond the “L” Word

- Senior Market Intelligence Analyst Global Lead
 - Bachelors degree in marketing, statistics, or business management
 - MBA Preferred
- Rather than emphasize who you are, think in terms of what you do (or want to do)
 - Knowledge management
 - Researcher
 - Curator
 - Analyst
 - Asset manager

Next Steps

- Use the *Occupational Outlook Handbook* to brainstorm. Search knowledge management, researcher, curator, database, or analyst to get the juices flowing. <http://www.bls.gov/ooh/>
- Create your own ideal job. Explore the features and benefits of the Association of Independent Information Professionals. AIIP helps members succeed in business. <http://www.aiip.org>
- Join the SLA Leadership and Management Division Consulting Section. Birds of a feather flock together. <http://lmd.sla.org>



Questions?

Cindy Shamel
858-673-4673
cshamel@shamelinfo.com