Hot Topics in Biobusiness

SLA Annual Conference 2013

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

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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/](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](http://www.aiip.org)

- Join the SLA Leadership and Management Division Consulting Section. Birds of a feather flock together. [http://lmd.sla.org](http://lmd.sla.org)
Questions?

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