**TIBBS Career Blitz Career Profile Questionnaire**

**Career Profile:** Melanie Trull, PhD

**What is your current title and how long have you worked in your current job?**
Partner and Co-Founder
Four years

**Where did you get your PhD and what discipline was it in?**
The University of Georgia
Plant Biology

**Did you do a postdoc?**
Yes – at Pennsylvania State University

**What are your main daily responsibilities?**
Responsibilities vary by the day and the specific project. Project driven activities may include:
- Background research on project topics
- Compiling and analyzing relevant scientific and business information
- Writing reports or business plans
- Preparing slideshows
- Identifying and interviewing experts on the project topic
- Conducting surveys

General company tasks are completed as needed such as:
- Marketing
- Accounting (prepare invoices, pay bills, etc.)
- Preparing proposals
- Networking
- Updating website

**What are the keys to success in your career field?**
- Ability to research and understand technologies, diseases, devices, etc. that are outside your primary area of expertise
- Flexibility
- Ability to synthesize information to tell a story
- Comfortable estimating and forecasting market numbers
- Finding clients

**What were the most important factors in choosing your career path?**
- Interest in a broad range of technologies and research areas
- Serendipity

**What activities (if any) did you participate in that helped you be successful in obtaining your job?**
My previous job was obtained through networking. My business partner and I spun out BIP when that company wound down operations.

**What 1 or 2 pieces of advice do you have for people who want to land a job like yours?**
You must be willing to accept some financial risk and uncertainty if you start your own consulting company.