



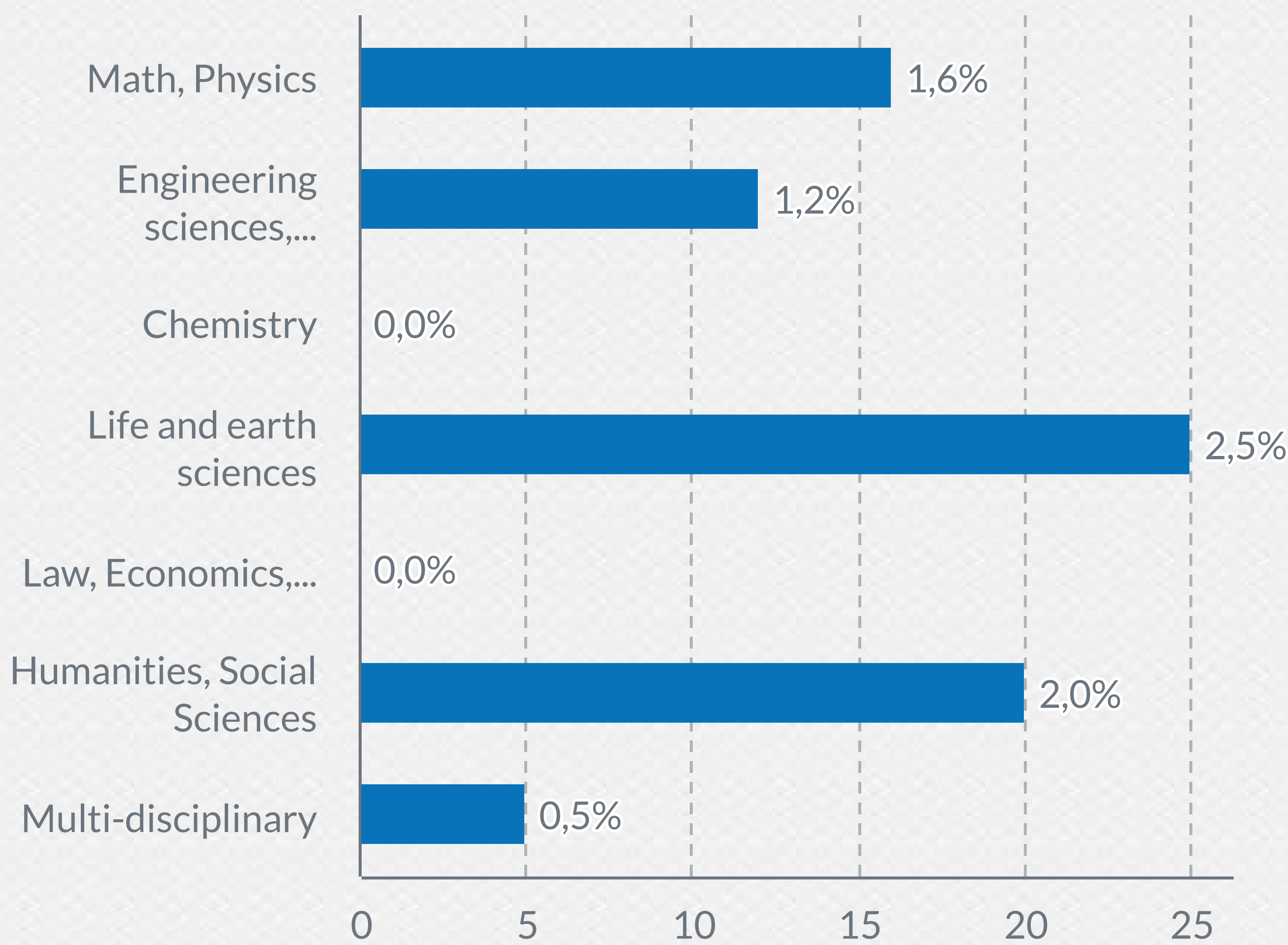
The CAREER project has highlighted the adequacy between the skills developed by PhDs and the skills needed by employers.

PhDs working in marketing occupy positions related to branding, business research and even management.

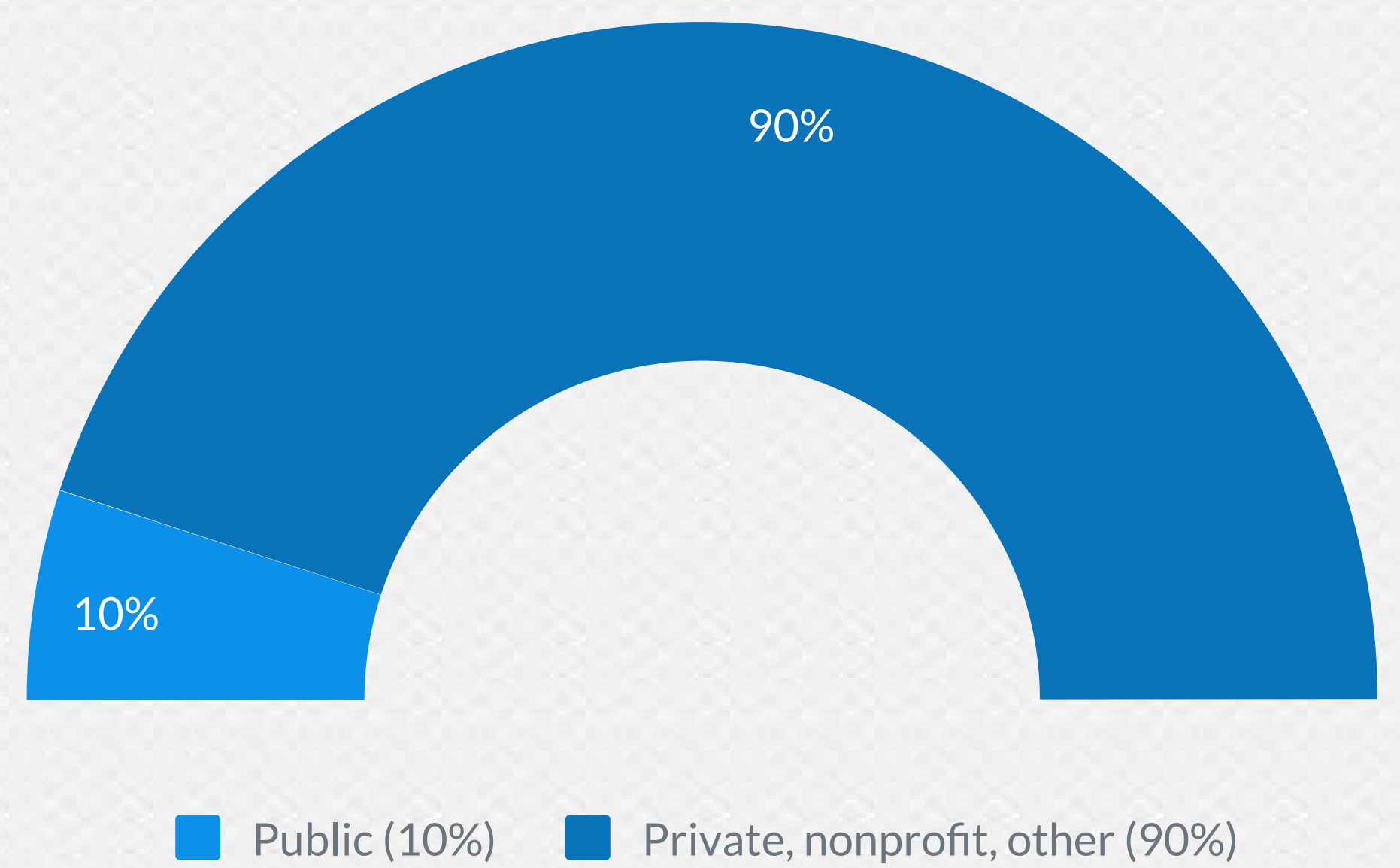
**Positions mentioned by respondents:**

- Marketing officer
- Product manager
- Analyst
- Marketing director
- Business analyst
- Marketing and Strategy manager

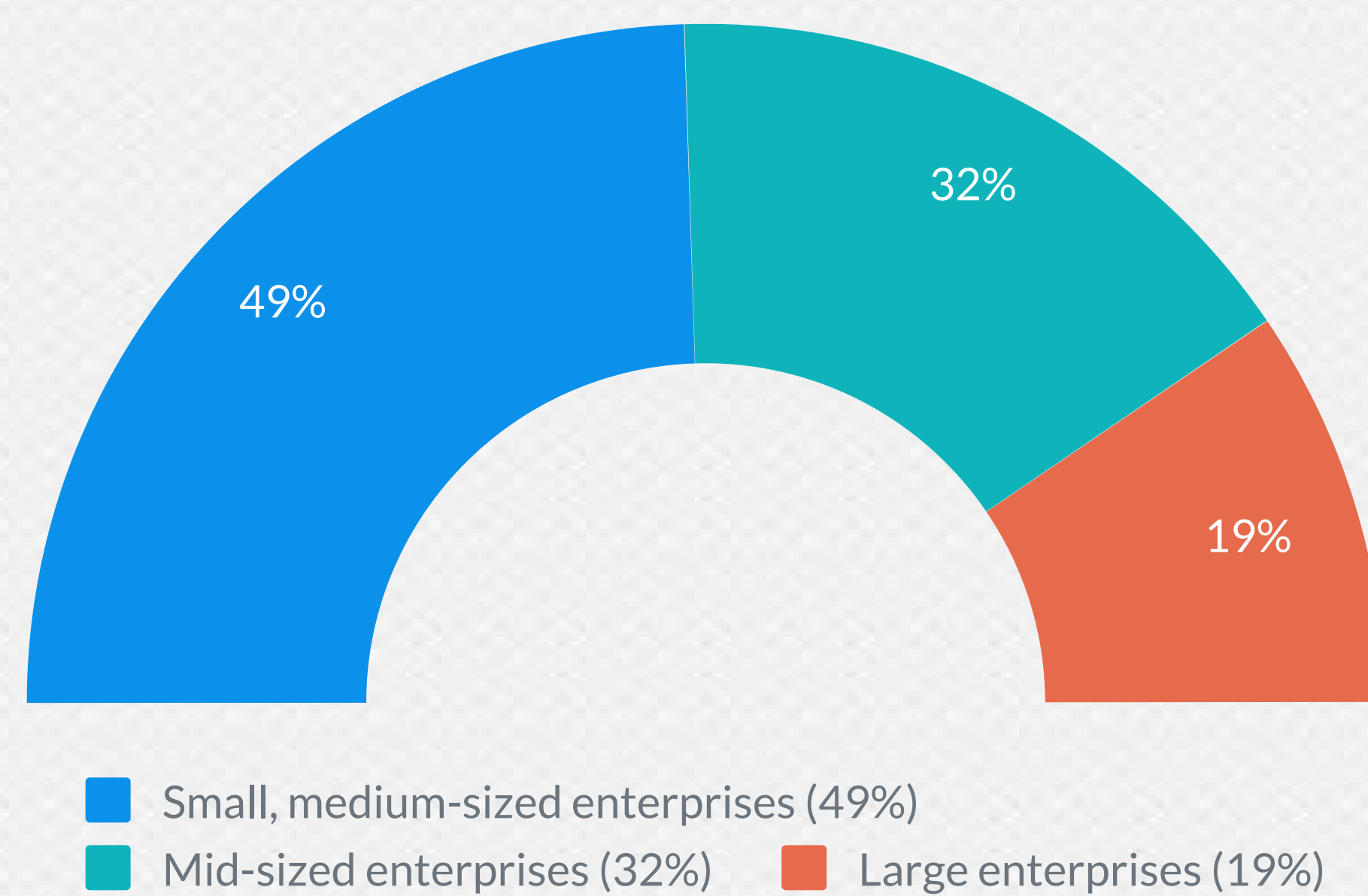
**PhD distribution in marketing jobs by research discipline**



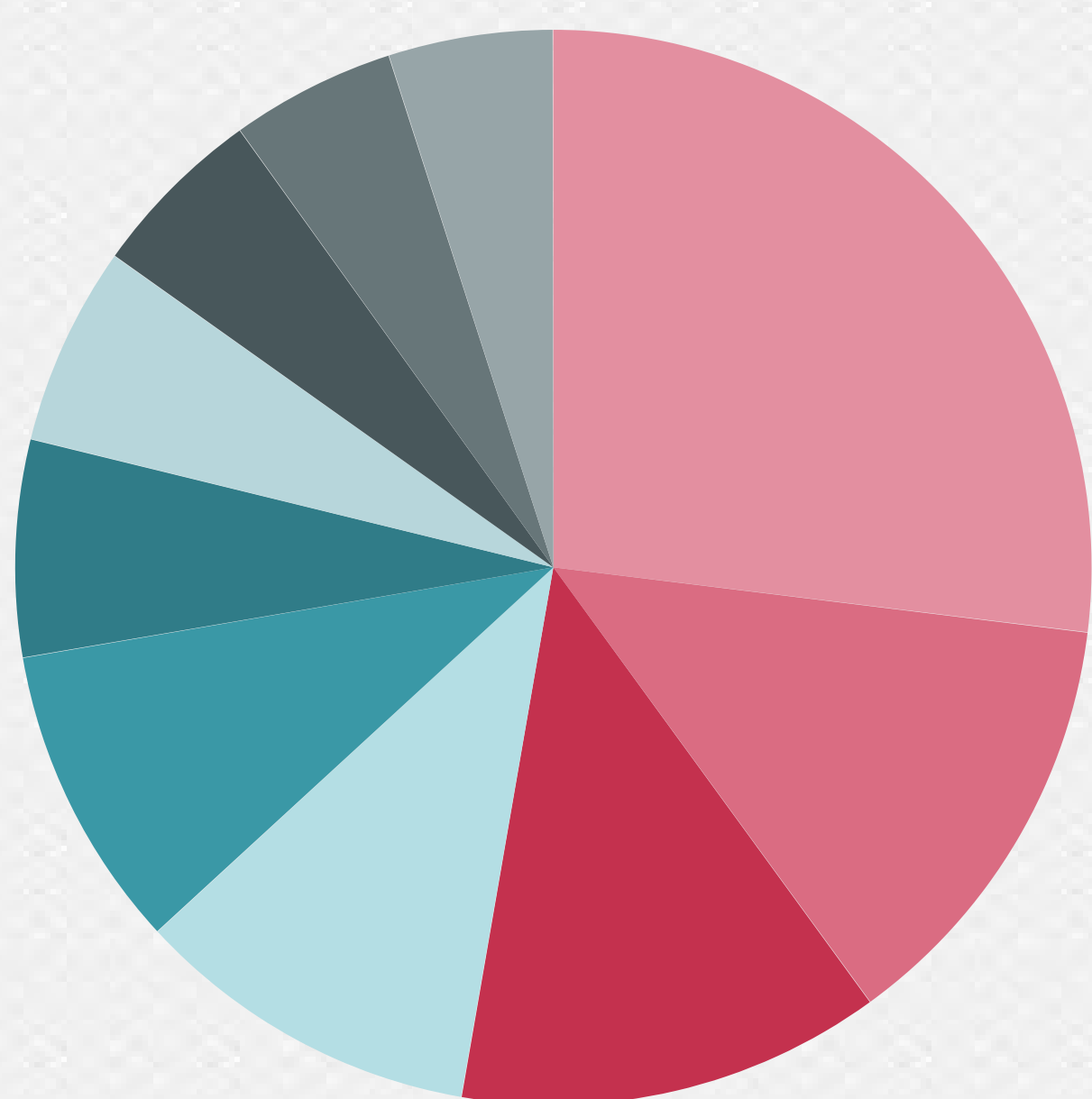
**Organization type**



**Organization size (number of employees)**

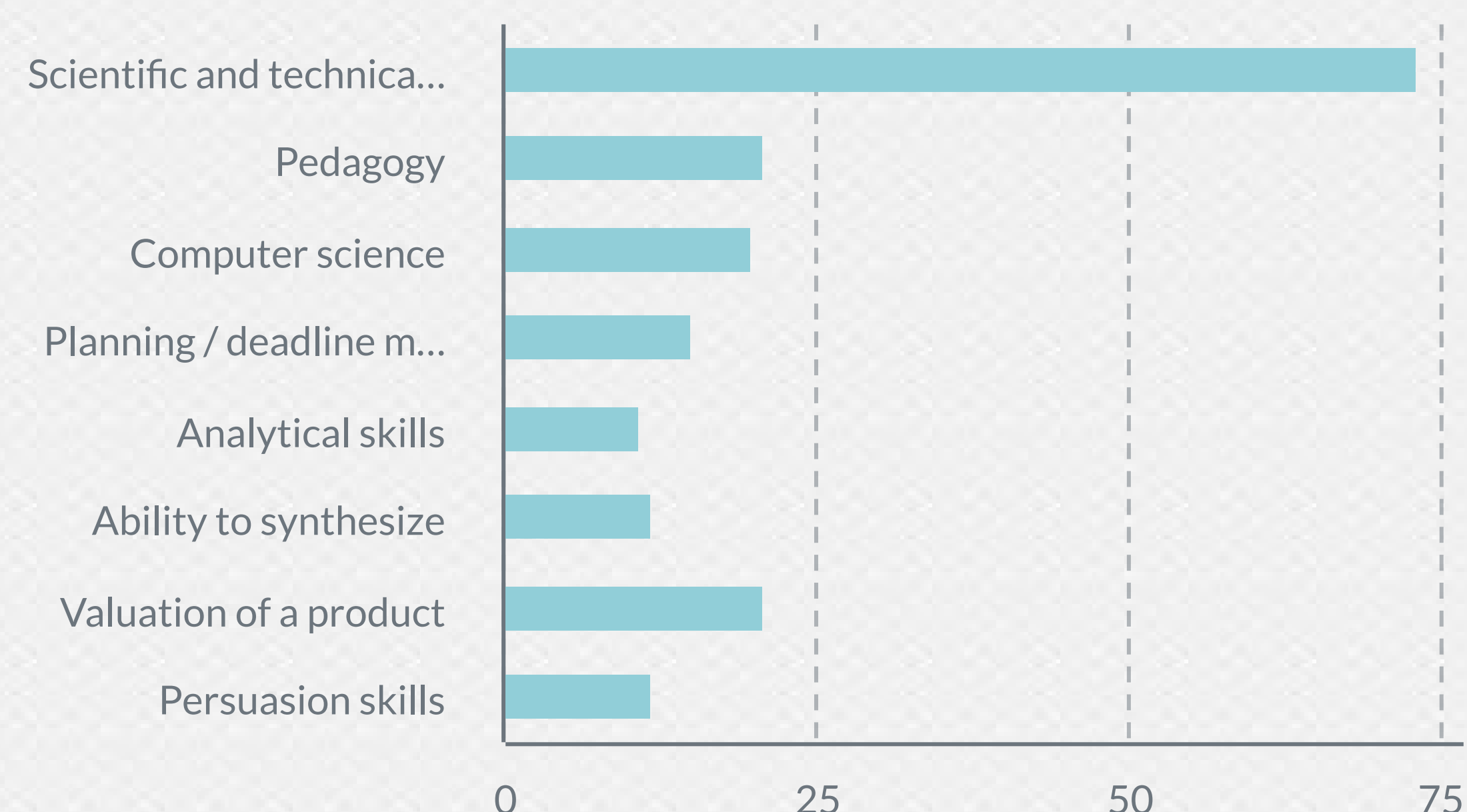


**Sector of activity**



- Advertising and market research (26.95%)
- Pharmaceutical industry (13.05%)
- Scientific R&D (10.42%)
- Computer and optical products manufacturing (9.16%)
- Other specialized activities (6.53%)
- Activities of non-profit organizations (6%)
- Activities for human health (5.26%)
- Chemical industry (4.95%)
- Telecommunications (4.95%)
- Edition (12.74%)

**Key competencies**



## MARKETING JOBS



### Dr Céline Guenebeaud CHEMICALS MANAGER AT MERCK

#### 1/ Role and responsibilities

I am in charge of the sales of chemical products for Merck in France. I have various responsibilities: I have a sales role with our customers but also a technical and support role in the field with our distributor. Finally, I have very important communication and synthesis tasks as I have to report all the information from the field to the head office. In particular, information concerning the market prices, the promotion efforts of our competitors and the actions implemented by our distributor; the objective is to define global action plans that are adapted to the current market and the needs of our customers.

#### 2/ Competencies used

In my opinion, communication and listening are really the key competencies of my current position. These are skills that I had the opportunity to develop during my thesis. While going through a doctoral program, we are indeed led to communicate a lot: whether it is written communication, especially by writing papers, or oral communication in the context of participating in congresses, for example. After all this, a sales meeting with a client is not that intimidating. In the end, communicating is not that different from what you can do in other context. Technical skills are also essential. They allow you to discuss with the customer but above all to understand and identify their needs.

#### 3/ Benefits of a PhD

Apart from the skills that I mentioned, I think that the major benefit of a PhD is above all the credibility that it gives us. Somehow, the title Dr. provides a certain legitimacy that is reassuring to the customer. It gives them a feeling that we really can understand their problems and their needs. Versatility is also a competency developed during the PhD that is very useful throughout one's career. During the PhD, we are indeed required to work in different professional situations, whether in pure research, in project development or in student supervision: we really learn to adapt! And this is a skill that has served me enormously at Merck. I was hired in biology because I had done a thesis in biology, but for a year and a half, I switched to chemistry. So I went from being a sales manager in biology to manager of chemicals in France, a major career change that would not have been possible without this ability to adapt.

#### Mini-CV

**2010**

PhD in Molecular and Cellular Biology  
CNRS  
UMR5238 (69)

**2010-2011**

Technical sales engineer  
Merck Bio sciences

**2011**

Chemicals manager  
Merck

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