

Conversations with Scientists: Marketing Yourself ^[1]

Submitted by [Mónica Ivelisse Feliú-Mójer](#) ^[2] on 14 December 2016 - 1:10am



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Marketing Yourself

During this conversation, panelists in a variety of careers shared practical advice on how you can effectively market yourself to be competitive for your next career move. Panelists also shared strategies for personal branding to help graduate students establish themselves as leaders or experts in their field.

Below is some reading material about marketing yourself and personal branding:

- [Personal Branding: The Scientists' Version](#) [3]
- [Creating a Personal Brand](#) [4]
- [Marketing Yourself](#) [5]
- [Toot Your Own Horn](#) [6]
- [Why it's Crucial for Scientists to Get Better at Branding Their Work](#) [7]
- [Why Science Depends on Good Branding](#) [8]
- [Why Scientists Need a Personal Brand](#) [9]

Panelists

Dr. Frances Colón is the Deputy Science and Technology Adviser to the Secretary of State at the U.S. Department of State where she promotes integration of science and technology into foreign policy dialogues; global scientific engagement for capacity- building; advancement of women in science; and innovation as a tool for economic growth around the world. Previously, Dr. Colón served the U.S. Department of State as the Science and Environment Adviser at the Western Hemisphere Affairs Bureau where she was responsible for advising on environmental and scientific issues that affected the U.S. Government's foreign policy objectives in the Americas. During that time, Dr. Colón coordinated climate change policy for the Energy and Climate Partnership of the Americas announced by President Obama in 2009. As an AAAS Science and Technology Policy Fellow (2006-2008), Dr. Colón led the OES Bureau's program for Muslim world outreach through K-12 science and math education cooperation. Dr. Colón is a founding board member of Cenadores PR, a non-profit that harnesses the connections and expertise of the Puerto Rican diaspora to empower civil society on the island of Puerto Rico. She earned her Ph.D. in neuroscience in 2004 from Brandeis University and her B.S. in biology in 1997 from the University of Puerto Rico.

Dr. Greetchen Díaz completed her bachelor and master degrees in Biology at the University of Puerto Rico, Mayagüez where she studied fungal populations in hypersaline environments. She earned her PhD in Molecular, Cellular and Developmental Biology at The Ohio State University (OSU) where she studied intracellular protein trafficking using yeast as a model system. After earning her PhD in 2012, Greetchen started as NIH T32 postdoctoral fellow at the Center for Virology, University of Nebraska (UNL), to conduct studies in reproduction of Human Papilloma Virus. During her PhD studies and postdoctoral training, she earned numerous awards and recognitions from NIH, OSU, UNL, the American Society for Microbiology (ASM), the Ford Foundation, SACNAS and others. Today, Dr. Díaz is the Puerto Rico Science, Technology and Research Trust's Grants Program Director where she oversees grant initiatives for local investigators such as the Science and Technology Grants and the Small Research Grants Program. She also coordinates the Trust's outreach initiatives such as the Puerto Rico Research & Innovation Meetups, and Forward Research and Innovation Summit to be launched in September 2016. Since 2008, she is a volunteer of Ciencia Puerto Rico (CienciaPR), where she participates in numerous projects in science communication, science outreach, and science education, such as "Semillas de Triunfo", the first STEM Ambassador Program for middle school

girls in Puerto Rico. She is the founder of "Borinqueña", the bilingual blog for Hispanic and Puerto Rican Women in Science and Technology. She's also founder of the CienciaPR photoblog "La ciencia está a tu Alrededor". Currently, Greetchen is a board member of the Puerto Rico Society of Microbiologists (ASM local branch) where she acted as secretary, and ASM council. Through her activities, Dr. Díaz is dedicated to promote research and development, science literacy, science education, and gender equality in science in Puerto Rico and beyond.

Dr. Ron Vale is a Professor of Cellular and Molecular Pharmacology at the University of California, San Francisco and an investigator of the Howard Hughes Medical Institute. His lab studies spatial organization, movement, and signaling within cells. His research has focused on the study of the molecular motors that drive various forms of microtubule-based motility for the past 30 years. He founded iBiology in 2006 and continues to oversee the project as PI, President, and Chairman of the Board. iBiology is a non-profit organization that films talks by leading scientists in a studio and disseminates these talks for free and on-demand to anyone around the world through the web. Ron, a member of the National Academy of Sciences, was honored with the 2012 Lasker Award for his research. Outside of the lab, Ron spends his time on projects aimed at improving the scientific community. He founded IndiaBioScience.org [10], a website and community resource providing information about the life sciences in India, and developed [Micromanager](http://Micromanager.org) [11], which is free, open source software for light microscopy. Ron co-founded [ASAPbio](http://ASAPbio.org) [12], a community created as a focal point for engaging the biology community in a discussion about the role that preprints could play in communicating results in the life sciences.

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