

Name: Irene Reguilon

Job title: Marketing Manager

Current employer: eConsult Health (we develop clinical software that takes a patient's history and automatically triages them by clinical need). I previously worked as a Project Manager for an international research collaboration at Cancer Research UK.

Course studied at UCL: Biomedical Sciences

What is the core purpose of your role (and typical activities)?

Primarily, my main job is to understand how our customers and their patients are using our products, how they feel about them, understanding their feedback and then communicating that externally (through developing new marketing materials, press and by writing content for articles) or internally (e.g. passing on feedback to our product development team and clinical governance team). My company is small so my role has a wide scope – I've been teaching myself how to use Salesforce (customer relationship management software) so that as a company we can tailor it to our needs and use it better.

What kind of person would this role suit?

The ability to communicate both in writing and in person with a range of people – plus it helps that I have an understanding of the NHS and how it works. Our company is small so you need to be flexible – priorities change quite often and you have to be responsive to requests. There is some travel involved to do visits or show journalists around. Being able to pick up new ideas quickly is really key – as well as the creativity and confidence to propose new ideas.

What kind of people and clients do you work with?

I mainly work with people who work in primary care at the moment – clinicians, practice managers, commissioners. Our clients are Clinical Commissioning Groups or GP surgeries in the NHS, but increasingly we are moving into Secondary Care so I also interact with decision makers across the NHS. In my previous job, I interacted with researchers but also key decision makers and policymakers in 6 countries across the world, e.g. Clinical Directors for Cancer Policy or CEOs of cancer charities.

What aspects of your degree and time at University do you feel were of particular benefit in securing work and in carrying out your current responsibilities?

Both my jobs have benefit from the fact I have a science background in general – there's a degree of being able to grasp complex ideas and communicating them simply that is highly desirable in any job. The ability to focus on detail for long periods of time greatly helped. An interest in the work and the job you're doing is crucial – as is the ability to be honest about what you don't know but would like the opportunity to learn. The ability to evaluate and analyse data has meant I've been closely involved in research work in both my previous and current role. I'm now an author on 3 research publications when I originally only project managed the work – but I ended up getting more involved in shaping and writing the work so ended up as an author.

Do you have any top tips for current students who may be interested in your career area?

I would say it's remarkably easy to switch into any career area as a science student – you just have to show your hunger to learn, ability to communicate well and clearly to different audiences, and ability to assess information and make decisions. These are all things you learn at university – job wise, it's about finding an area that interests you, and knowing you can work towards something different in the future if you change your mind.