

# "Great ramifications for generations to come..."

## Bio-economy Career Profile

**Position:** Marketing and Technical Affairs Associate

**Name:** Constantine Fanaras

**Company:** Nucro-Technics, Inc.

**Salary Range:** \$40,000 to \$100,000 per year



## What I do:

I work for Nucro-Technics, a contract support organization located in Scarborough, Ontario. We specialize in pre-clinical testing where we develop baseline toxicity data of molecules, and in the product testing and release of chemicals related to the pharmaceutical industry; if a company wants to sell its product, it has to do its own internal testing to "Good Manufacturing Practice Standards" or use a company like Nucro-Technics before its product can hit the shelves.

I am the Marketing and Technical Affairs Associate. In this position you need to keep everyone happy, internally and externally. My role includes many special projects and working with our Quality Assurance department to ensure that our clients' needs are met. My job is 30 per cent marketing and also includes elements of business development and finance.

I travel in this position, mostly for the business development and marketing side. I travel about one to two months a year to tradeshow and to run audits for clients to make sure they are manufacturing the products in accordance with guidelines. The majority of my travel is to the US, but I have traveled to Asia to work with clients.

## What education and skills do candidates need for this position?

I have an honors degree in Business and a Bachelor of Sciences from the University of Western Ontario. Having these backgrounds is a definite asset in my line of work.

It is important as a Marketing and Technical Affairs Associate to have an understanding of science and business. You need to be able to work with and understand people from the science and business side, as sometimes they speak different languages. You need to be a people person and enjoy meeting individuals from all disciplines. You must also be able to multitask and be very flexible; it's not an option to say, "That's not my job."

You should have a goal in mind when you are deciding on a career. Try to find something and stick with it. Also, when you are going to university, try to take as many electives and get as much background in several areas as possible – a general approach can be a real asset in these positions.

## What are the best parts of your job?

What I really enjoy about my job is that it varies and is never boring, as there is a new set of challenges everyday. What makes my position interesting is that the products we test can have great ramifications for generations to come.