



Profiles	Marketing
Name	Regina Beyer
Age	28
Job	Project manager, marketing

The thing I most enjoy about my job is the variety – working with people in different countries, coordinating activities across departments nationally and internationally. Every day brings different challenges, and that’s fun for me.

Career path and qualifications so far

During my final school years my studies concentrated on Maths, Geography, French and Art, however I also studied Chemistry, Physics, IT, English, German, Sport and Ethics as side subjects. My first degree was a masters degree in Chemical Engineering at the University of Applied Science – FH Niederrhein in Krefeld, Germany. As part of my degree I conducted a research project on paints within a major paint manufacturing company. After graduation I joined this company as a scientific graduate trainee, in the paint development team for Continental Western Europe, based in the UK. After two years I became Colour Group team leader for France. Although I was still based in the UK, this role involved dealing day to day with colleagues in France. I also had responsibility for a small R&D (research and development) team. In 2001, I moved to a one-year secondment in the US, working within the innovations technology group. After this secondment, I returned to Europe to work in Germany as project manager in the German marketing team. This movement between countries is not unusual in the chemical industry.

Has anything you’ve done been especially useful in your career?

Much of my work during my degree focused on paint technology, which gave me very useful background knowledge. As I am working in an international environment my language studies have also proved invaluable. They have not only helped me understand the people I work with but also their environment and culture.

What is marketing?

The first stage of the marketing process is to identify the particular needs and wants of a customer. The next stage is to produce a product that satisfies the customer’s needs better than any of the competitors. Consequently the marketing process involves doing market research on potential customers, analysing their needs, and then making strategic decisions about the product design, pricing, promotion and distribution accordingly.

What is a marketing project manager?

Marketing project managers are responsible for co-ordinating people and activities regarding the launch of new products. They oversee marketing projects all the way through from the initial idea to the final launch.

Day to day activities

Many activities involve team work with our marketing agency to develop new sales materials, colours, lay-outs *etc.* Communication with the R&D group is key, especially when preparing materials for the sales department. My working day involves many meetings and discussions to develop and progress new ideas, documents, promotions and proposals. A ‘typical’ day involves a variety of activities, which depend on the stage of the project.

Further qualifications

During my work in the UK, I completed the Advanced Certificate in Marketing of the CIM (Chartered Institute of Marketing) and I’m currently studying for the CIM Postgraduate Diploma in Marketing. A broad basis of business knowledge facilitates a better understanding when working with different teams. Many people are only trained in their particular work area and struggle to understand people coming from a different background, talking a different ‘business language’. It is much easier to communicate and work more effectively if you are able to understand other teams’ business objectives.

Why marketing?

Good question... things actually fell into place. Throughout my studies I worked on projects to do with the paint industry, where I saw a number of career opportunities. Further development and incentives came from the trainee scheme, as did my interest in other business activities such as marketing and working in an international environment.

What do you most enjoy about your job?

The thing I most enjoy about my job is the variety – working with people in different countries, coordinating activities across departments nationally and internationally. Every day brings different challenges, and that's fun for me.

What other skills do you need?

As with all jobs that hold a position of responsibility, you need to be flexible and open minded so you can adapt to different people and different approaches to work. Communication is key and the drive to achieve your goals is essential.

Why is it useful to study a science subject at university?

For any technical job, I believe science studies are the key to understanding general technical issues and their implementation. From my experience, I think it is easier for a technical person to pick up general business knowledge and operate in this area than it is for someone who has only the general business knowledge to understand technical issues. Understanding both areas enables the most efficient teamwork.

Further information/contacts

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