

# TECHNICAL SALES

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Dr. Justin Mobley – Bruker BioSpin Corporation

2020 Careers in Science & Engineering Symposium (CaSES)

Saturday, August 29, 2020

Breakout Session I – Exploring STEM Career Paths and their related skills

# WHO I WORK FOR

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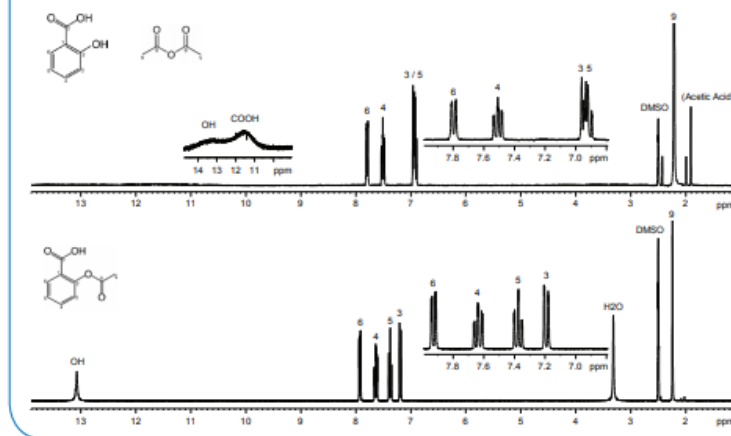
- Bruker BioSpin Corporation part of Bruker Corporation
- Scientific Instrument Company that produces NMR, MRI, Mass Specs, XRD/XRF, IR/NIR/Raman Spectrometers, AFM, Florescence Microscopes, Microtomography and more!
- World's largest manufacturer of Nuclear Magnetic Resonance Spectrometers
  - 300 MHz to 1.2 GHz, as well as a benchtop 80 MHz.
- Founded in 1960 in Karlsruhe, Germany
- Revenue ~\$1.77 billion in 2017 (Wikipedia) for Bruker Globally

# WHAT IS NMR?

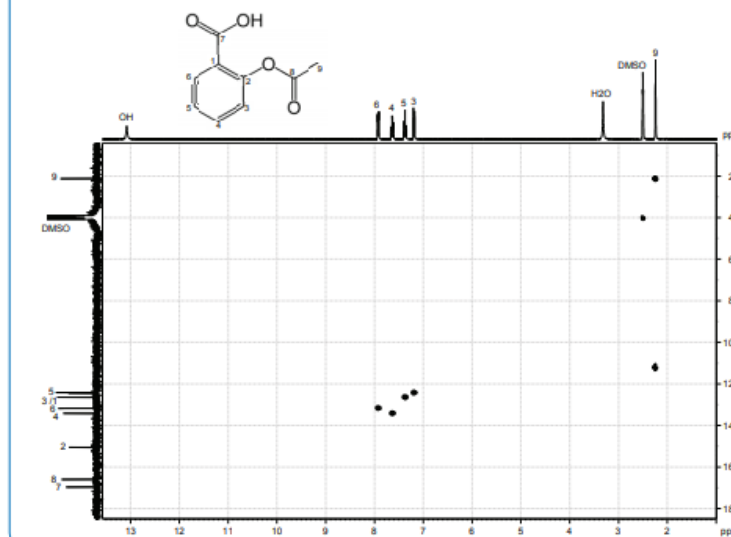
- Think MRI (Magnetic Resonance Imaging) at the hospital
- Instead of picture you get a spectrum
- Spectrum tells you how a molecule is connected.



## <sup>1</sup>H spectra of reactants and product



## Aspirin

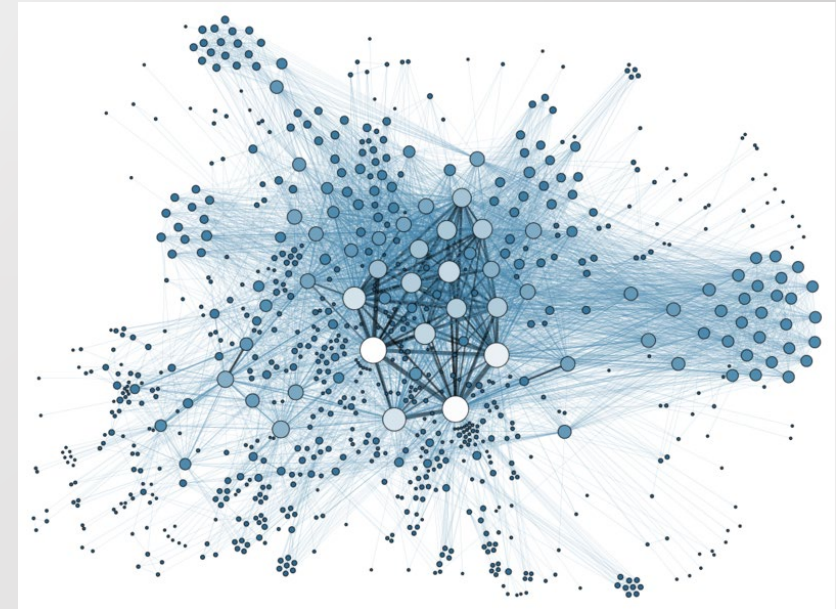




# HOW I GOT HERE

Networking...just kidding...but really  
Walking through open doors  
A strong technical background

- 2005 – KY Governor’s Scholar
- 2006 – MCHS (Richmond, KY) Graduate and Commonwealth Diploma
- 2009 – REU – University of KY – Adv. Dr. Jack Selegue
- 2010 – BS Chemistry w/ Spanish Minor – Honors College Graduate – Western KY University – Research Adv. Dr. Chad Snyder
- 2015-2016 – NMR Center Manager Graduate Assistant – Univ. of KY Department of Chemistry
- 2016 – Ph.D. Chemistry – Univ. of KY – Adv. Mark Crocker
- 2016-2017 – Post-doctoral Research Associate – Univ. of Wisc. Madison – Biochemistry /Wisc. Energy Institute/Great Lakes Bioenergy Research Center – Adv. Dr. John Ralph
- 2017-2020 – NMR Center Director Univ. of KY
- 2018-2020 – Adjunct Professor – Univ. of KY
- 2020-Present – Sales Rep. Bruker BioSpin Corporation



[https://commons.wikimedia.org/wiki/File:Social\\_Network\\_Analysis\\_Visualization.png](https://commons.wikimedia.org/wiki/File:Social_Network_Analysis_Visualization.png)

# WHAT I DO

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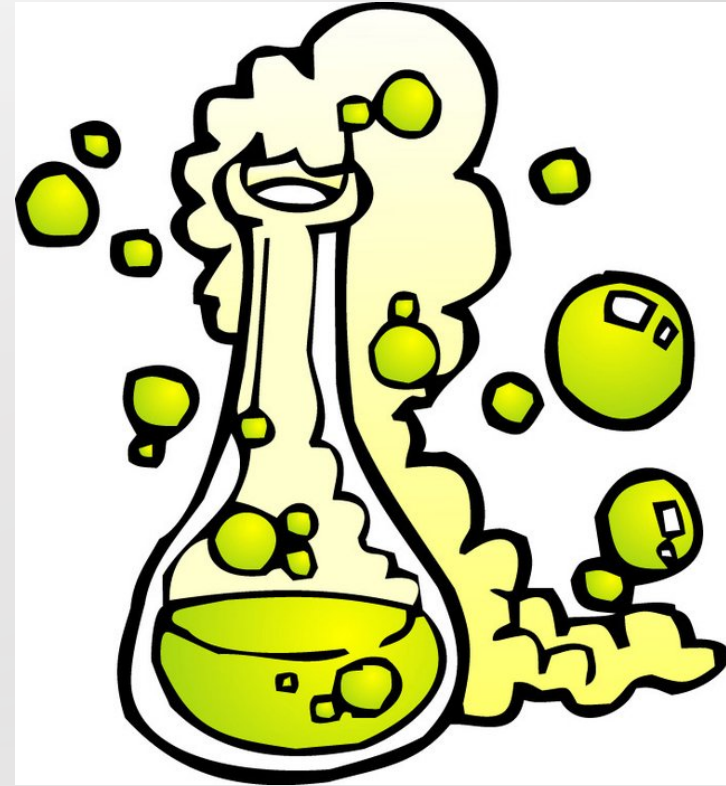
- Consult and prepare configurations and offers
- Work with customers to provide solutions
- Introduce new solutions and develop collaborative efforts
- Problem solve
- Connect people



# BEST PARTS OF MY JOB

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- Travel
- Meet new people
- Everyday is something new
- Set my own schedule
- Work from home
- Being on the cutting edge of science





# WORST PARTS OF MY JOB

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- Travel
- You can't please everyone
- There are a lot of variables that are beyond your control



# THINGS I WISH I HAD KNOWN

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- Reading is super valuable
- Who you know can get you as far as what you know
  - Career and Research
- Grad school is hard
- Think about the big picture
- Common sense goes a long way (learn to read the room)
- Public speaking is worth your time





# QUESTIONS

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