



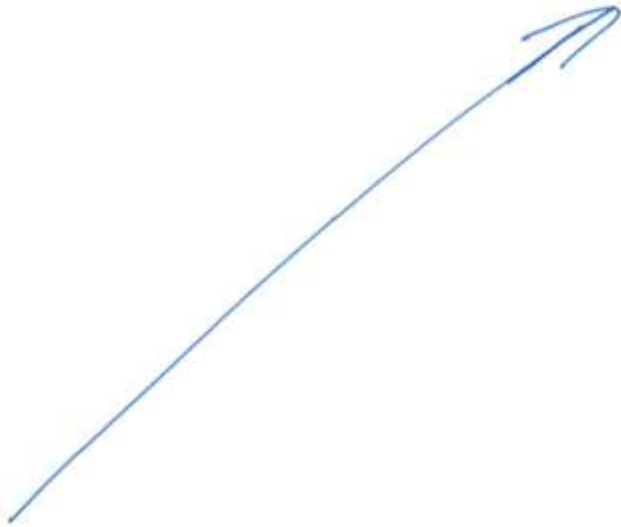
# CAREER DEVELOPMENT TALK ...or 5 key lessons and some stories

John E. Hayes, PhD.

Society of Sensory Professionals Conference

12 October 2012

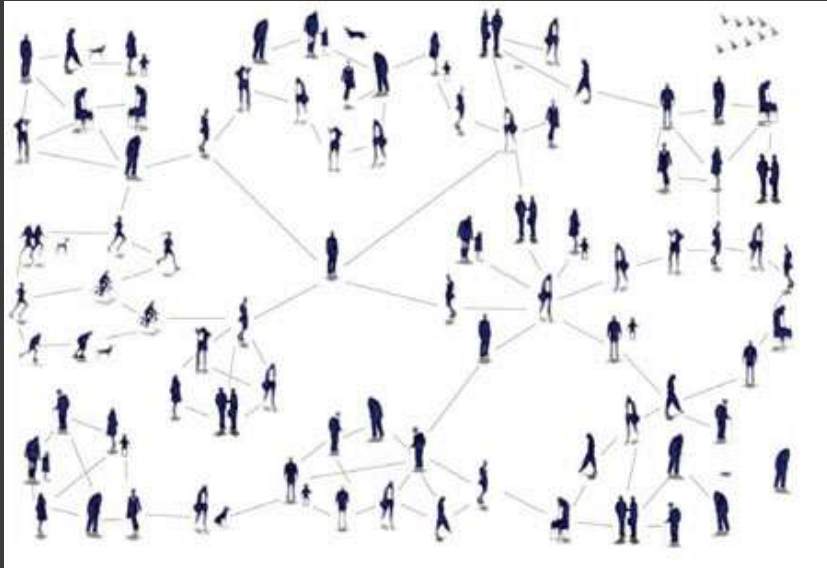
SUCCESS



what people think  
it looks like

A few brief stories  
and reflections on  
the lessons I have  
learned thus far...

Miller had it wrong. Six degrees of separation is too many, at least professionally.



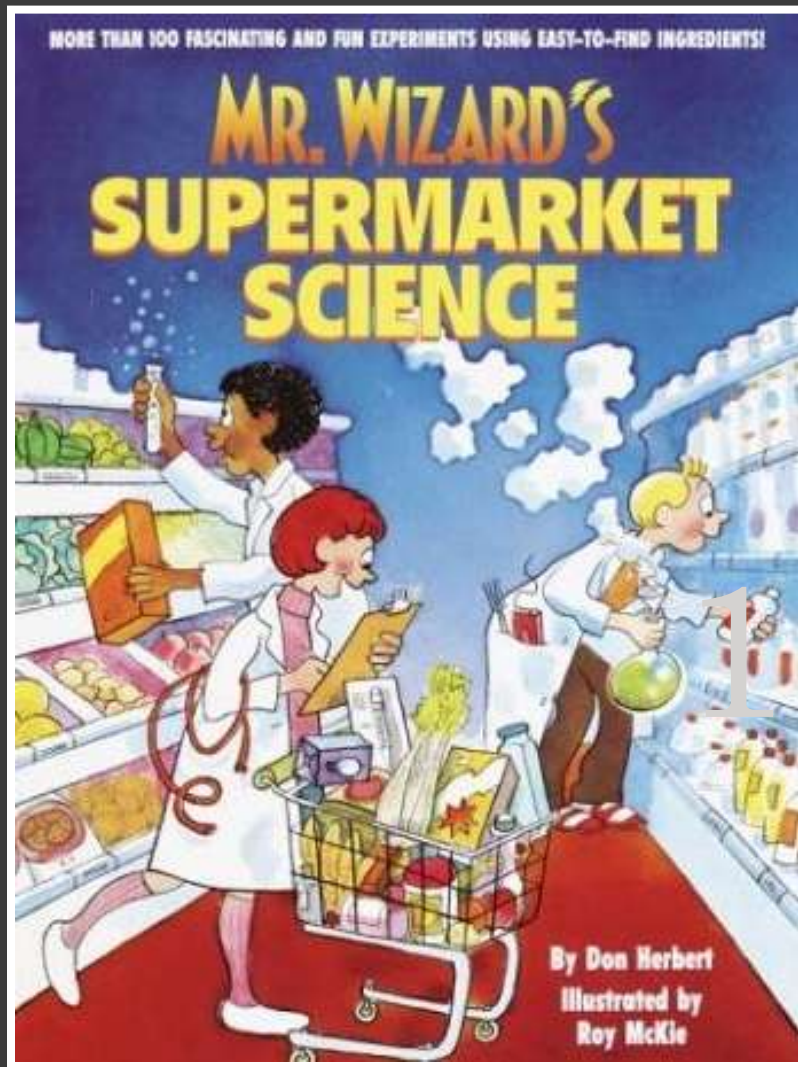
... and you never know when someone from your past will turn up again.



# NETWORKING IS FOR OPERATORS

...build relationships instead

## Lesson One



1985



# IN THE BEGINNING

“When I grow up...”





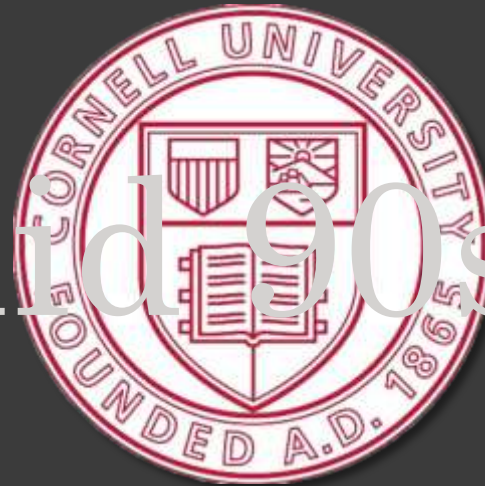
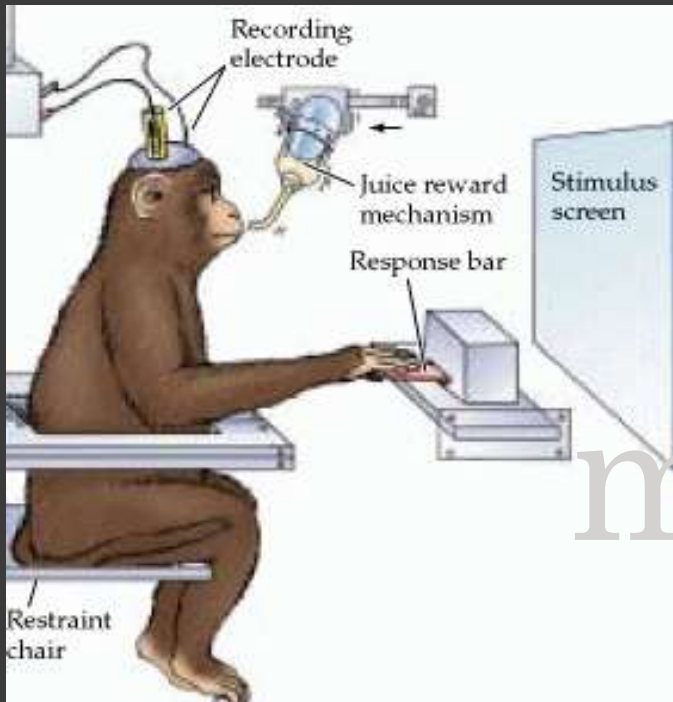
1991

# NO PLAN SURVIVES CONTACT WITH THE ENEMY

Lesson Two



Department of  
Veterans Affairs



mid 90s



BE PERSISTENT... (which is  
just a polite way to say stubborn).  
Lesson Three



FORTUNE FAVORS THE BOLD...  
and sometimes you just need to roll with it

Lesson Four



McCORMICK & COMPANY, INC. 204 WIGHT AVENUE, HUNT VALLEY, MD 21031-1599 USA  
FAX (410) 771-7649

RESEARCH & DEVELOPMENT  
HUMAN RELATIONS

October 9, 2000

Mr. John Hayes  
603 E. Seneca Street  
Ithaca, NY 14850

Dear Mr. Hayes:

Thank you very much for your time in coming in to interview with us regarding the Sensory Analyst position in our Sensory Department. It was a pleasure talking with you about your interests and about McCormick and Company.

After a thorough review of all the responses received, we decided to follow up with an individual whose qualifications more closely meets our established criteria. Please let me assure you that this is not a reflection of your capabilities, but rather is the result of a realistic appraisal of our current needs.

Your resume' will be kept on file, and will be considered should another suitable position develop in the near future. Thank you again for your response, time and interest in McCormick and Company. We hope we will be able to talk with you again.

Please feel free to call the McCormick Job Hotline (410) 527-6969 or visit our web site at [www.mccormick.com](http://www.mccormick.com) to receive a complete listing of positions available.

Sincerely,

Peggy Amos  
Human Relations Coordinator

“...we decided to follow up with an individual whose qualifications more closely meets our established criteria...”

They hired Annette Hottenstein, so I moved to California and became a dot-commer...





# WIRED

## You've Got Smell!

**DigiScent is here. If this technology takes off, it's gonna launch the next Web revolution.**

*By Charles Platt*

Joel Lloyd Bellenson places a little ceramic bowl in front of me and lifts its lid. "Before we begin," he says, "you need to clear your nasal palate."

I peer into the bowl. "Coffee beans," explains Bellenson's partner, Dexter Smith. "This is what they use in perfume stores. It's like the reset button."

Dutifully, I reinitialize my nose by sniffing the beans. I'm preparing for a sensory epiphany here, an epochal event in the history of art, smell, and computation. Bellenson and Smith claim they've developed a highly secret process to encode odors as digital data. Just as we can download digitized music and play it through speakers attached to a computer, we should soon be able to acquire online scent data that a little gadget can play back as smells.



# Digiscents runs out of cents

The market didn't develop fast enough for a company that was planning to smell up the web.

*Internet Retailer*

Topics: [business](#), [business finance](#), [Flavor](#), [Manufacturing](#), [Technology Internet](#)

Oakland, Calif., to the Internet funding it and other investment ventures.

The company and Quest Digiscents allowed companies to also had a

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Lessons 1 & 2 Revisited:  
things never go as  
planned and you never  
know where you will  
end up...

PENNSTATE

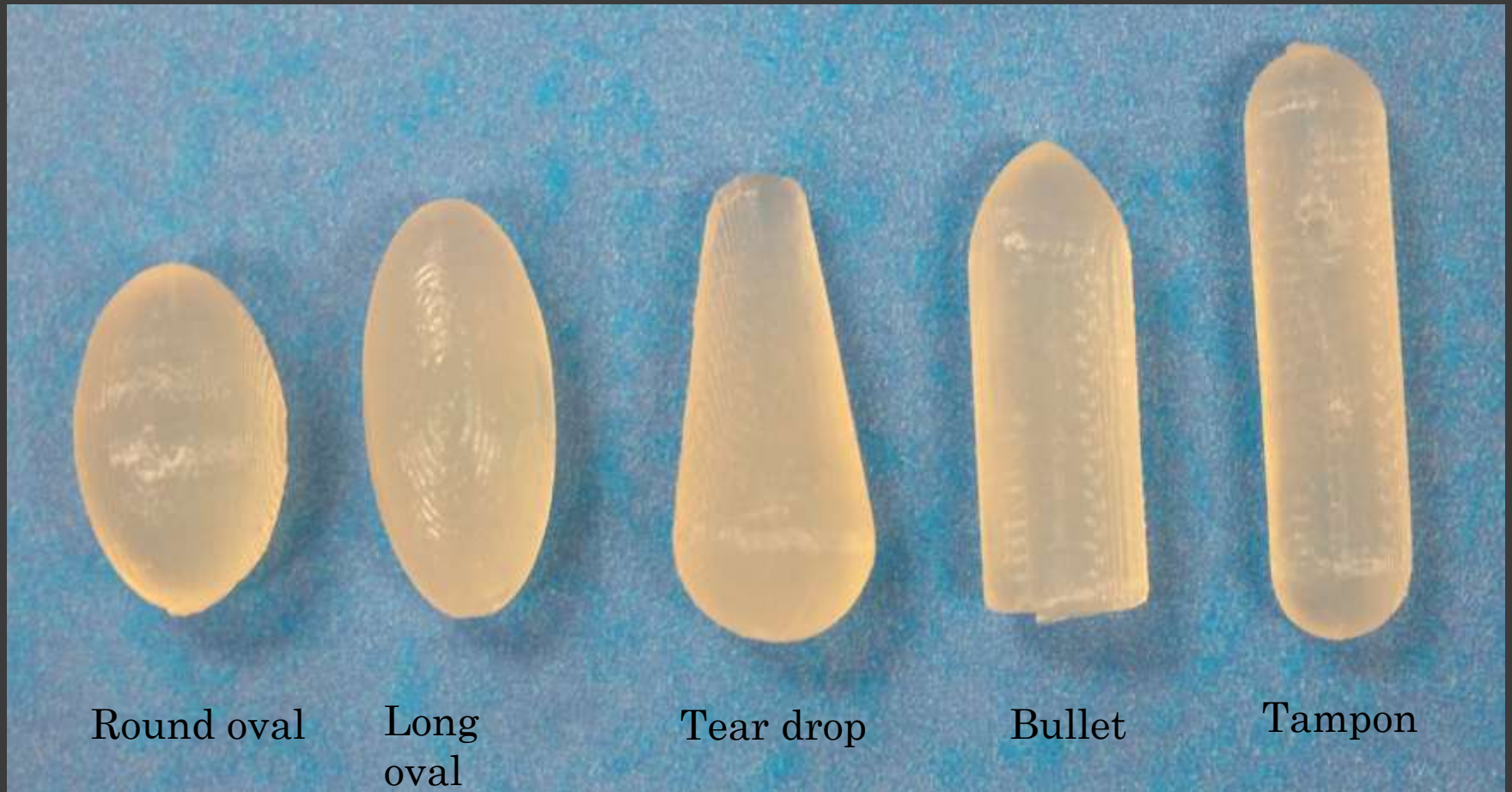


## Lesson 4 revisited: be willing to take risks... or how I decided to use sensory science to fight HIV / AIDS

- The NIH budget for Smell & Taste research is ~\$60 million, compared to ~2.9 billion for HIV / AIDS research.
- Microbicides can reduce HIV acquisition by 39% overall, and by 54% in women with high adherence (Abdool Karim. 2010. Science).
- Adherence is driven by user acceptability.
- Increasing user acceptability is just a product optimization problem.

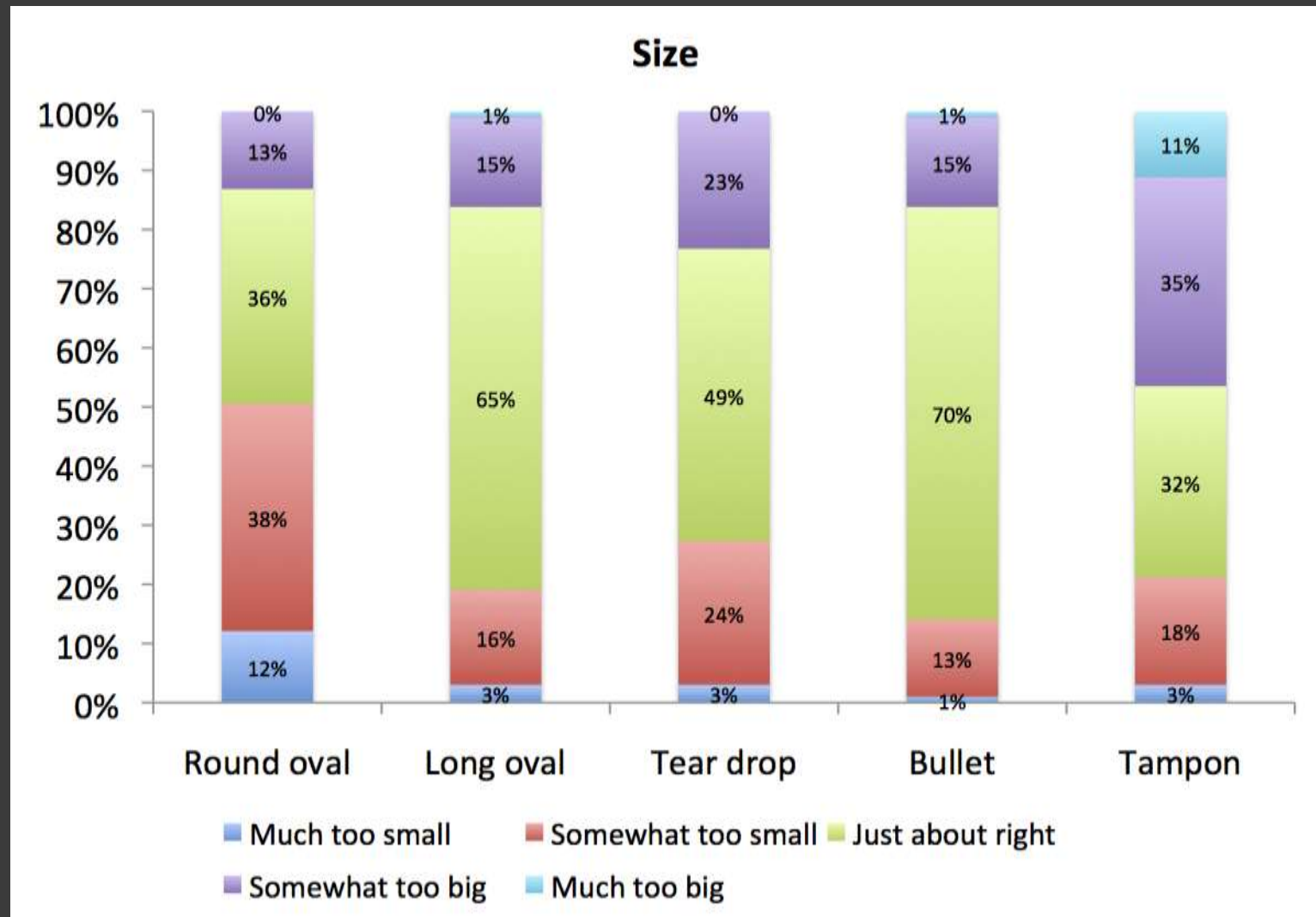


# Using sensory science to fight HIV / AIDS by optimizing a vaginal drug delivery system for user acceptability

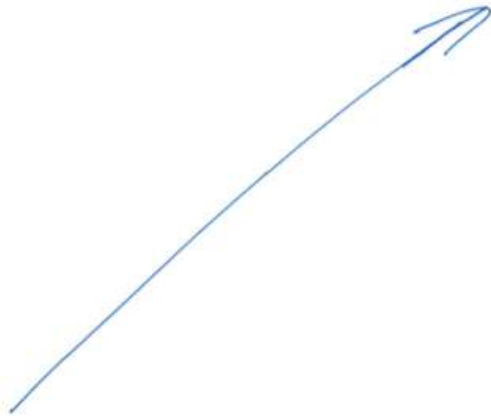


All 5 prototypes are the same size  
(3 grams of carrageenan)

# JAR data comparing 5 equal size prototypes

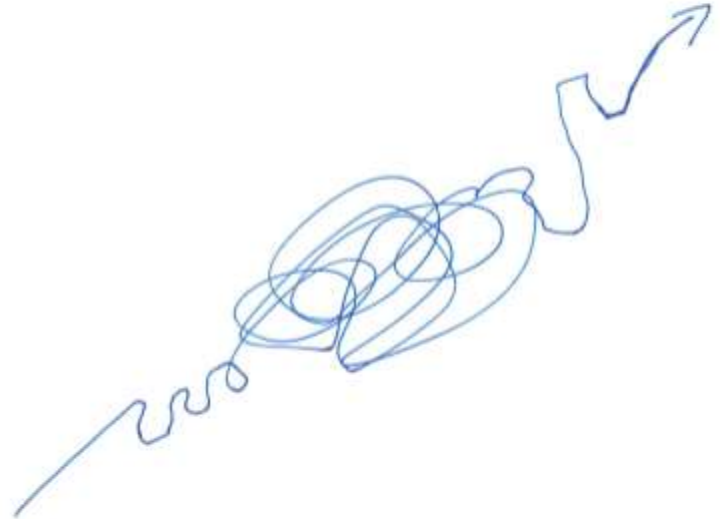


SUCCESS



what people think  
it looks like

SUCCESS



WHAT IT REALLY  
LOOKS LIKE...

SUCCESS IS NOT LINEAR.

Lesson Five



NOVA hasn't called just yet... but having NPR's Allison Aubrey cover your work is pretty nifty...



# Acknowledgements

## Current team

Toral Zaveri – *postdoc*

Emma Feeney – *postdoc*

Nadia Byrnes\* – *PhD cand.*

Bangde Li\* – *PhD student*

Alissa Allen\* – *MS student*

Meriel Harwood – *MS student*

Rachel Antenucci – *MS student*

Rachel Primrose – *lab manager*

Meghan Kane – *honors UG*

Amanda Hofstaedter – *honors UG*

## Past Students

Samantha Bennett, MS

Ellen Mahan<sup>+</sup>, MS

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PMCA

Penn State