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

John E. Hayes, PhD.
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A few brief stories and reflections on the lessons I have learned thus far...

success

what people think it looks like
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
IN THE BEGINNING

“When I grow up…”
No plan survives contact with the enemy
Lesson Two
1991
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
They hired Annette Hottenstein, so I moved to California and became a dot-commer...

“...we decided to follow up with an individual whose qualifications more closely meets our established criteria...”
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, Dexster 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
Lessons 1 & 2 Revisited: things never go as planned and you never know where you will end up...
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

Li, Zaveri, Ziegler & Hayes. Unpublished Data.
SUCCESS IS NOT LINEAR.

Lesson Five
NOVA hasn’t called just yet… but having NPR’s Allison Aubrey cover your work is pretty nifty…
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