



SOMARK INNOVATIONS
Direct Paid Internship
New Product Development Intern
Marketing/Entrepreneurship/Management
Graduate Students
\$10+ p/hr

Company Background

SOMARK's goal is to improve drug development processes with an advanced lab-animal identification system. A more reliable, advanced ID system can provide higher quality preclinical data that can translate into safer drugs and a shorter development period. And a shortened development timeline can increase the drug's patent life. SOMARK wants to help researchers create safer, cheaper and more effective treatments.

Project Overview

The New Product Development Intern will work with the President and interface other team members including graphic designers and engineers. The internship will start in late fall of 2009 and last until the late spring of 2010. SOMARK's culture focuses on achieving outcomes and the team's attitude is best described as make-it-happen. Compensation is an hourly rate that is based on talents, skills, and experience.

Responsibilities

- Lead ad-hoc market research projects for target market analysis
- Create various pricing strategies with pricing analysis
- Build revenue models with Monte Carlo simulations
- Create and update customer tracking list
- Support efforts for marketing materials: www, brochure, training videos, PR, packaging, sell sheet
- Author first draft of a situational white paper and a customer case study
- Conduct quantitative and qualitative analysis of customer pilot data
- Revise product User Guide
- Support efforts for distribution strategies
- Perform ad-hoc administrative projects

Background Qualifications

- Demonstrated independent problem solving
- Creative and efficient market research skills
- Understands the nuances of aesthetically appealing as a function of various audiences
- Required software skills: Word, PowerPoint, Excel
- Preferred software skills: Adobe Photoshop, Crystal Ball, WordPress

Additional Qualifications

- Available from late fall of 2009 to late spring of 2010 and interested in full-time thereafter
- Must be detail oriented with strong organizational skills



- Must be reliable with excellent work ethic and must be a team player

NOTE: This internship is open to all graduate students eligible to work in the USA as at the conclusion, SOMARK will seek to make a full-time job offer.

Contact

To learn more about joining the SOMARK team, please forward a resume and cover letter to mark@somarkinnovations.com