

Berenice Mann

Proactive Research Organisation

I started off on the traditional science research path, with a BSc in physics with Laser technology, an MSc in Applied Optics and a PhD in applied laser spectroscopy, followed by a few years postdoctoral research, 3 years of which were spent at CSIRO in Australia. On returning to England I moved into industry, and worked as a technical manager for a small Laser company, then a project leader for GE Lighting and development team manager for Thermo Unicam. Following a career break I returned to full time employment at Anglia Ruskin University as a Knowledge Transfer manager. After two years of this I decided I wanted to work part time, to be able to spend some time with my family and avoid paying for full-time childcare.



After careful thought I decided the best way to achieve this work-life balance was to run my own business, and [Proactive Research Organisation](#) was founded in 2004, to provide market intelligence and intelligent marketing for technology and science companies (and later expanding to other businesses). I am motivated in running my own business by helping my clients to research new sectors and take their products to market. It has been really rewarding to be at the launch of a new product or service and provide the right, focussed, marketing mix to ensure successful sales campaigns. My scientific and production background helps me to understand client technology, to have good knowledge of applications and advise on suitable market sectors. No matter how good your innovation is, you need to research the market thoroughly and follow a valid marketing plan, or you won't sell a thing!



Proactive Research

MARKET INTELLIGENCE, INTELLIGENT MARKETING



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