	THURSDAY CAREERS CHATS
Date of Session: 10-13-2011	Title of Session: Careers in Sales & Marketing (healthcare related)
Alumni Presenter: Joe Kleine	Class Year: 1985
Title: Executive VP and CEO	Employer: Epocrates
Notes from Session:	
Currently works in a very broad in biotechnology.	ndustry, it includes a bit of nonprofit, Wall Street, consulting, and
-Expected to go to law school, but and ended up going to Duke Bus program for students now —sugger-After graduating from Duke, approducts, etc.) with Eli Lily, was a At Eli Lily, he introduced Prozactiong (Prozac was a revolutionar At that time the next step in care marketing position, then transition Prozac for the entire business—but brand to do direct consumer adversional to	lied for Pharmaceutical Sales position (calling doctors, talking about accepted, and worked there for 12 years. to physicians, which made him feel fantastic about what he was y product at that time.) eer progress from sales was marketing. He went on to a Prozac ned to sales management, and then was ultimately put in charge of biggest brand at time in pharmaceutical industry. It was the first ertising. ertising (business development) calling on companies to win their startup company for a brief time (which taught him a great lesson on alism - to be successful in startups, you need to be leading edge
-Use LinkedIn – network as much	he has many examples of how connections come back around. n as possible! orking and make sure conversations have give and take

Words of Wisdom:
-"You can do well by doing good."
-Check out Steve Jobs' Stanford video