



About our guest
Jason Amsbaugh
CEO
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SPEAKING OF
MOL BIO

Scientific marketing in the century of the biotech revolution

Season 2, Episode 5

Episode notes

Most scientists start their education and careers with a vision of working in the lab to discover great things and drive innovation. However, we don't all end up loving the actual lab work portion of science. What non-lab career options exist to utilize molecular biology knowledge and skills? Well, according to our guest, Jason Amsbaugh, Founder and CEO of Samba Scientific, the career options are far more plentiful than you may think.

Scientific marketing, according to Jason, is one such role that is all about understanding the science, first and foremost, but it's also about effective communication. Essentially, he and his team have to balance technical knowledge with creativity to understand a wide variety of client products and services, uncover the core benefits of those products and services, and then develop marketing content that hold water when put in front of scientists that are, according to Jason, "skeptical" by nature.

Our conversation covers Jason's own career path, current trending technologies, the use of AI in both science and marketing, ethics in scientific marketing, and more. If you've ever wondered about what roles exist outside of the lab and how to move your career in that direction, this episode is for you.

"... I think when you're trained as a scientist, you're trained to be a skeptic. And to really have good compelling data that you can believe in—reproducible and peer reviewed, etc. So if you're trying to sell a product to a scientist, you better have some pretty good compelling data."

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