

May 21, 2019
651 Dennison Ave
Columbus, OH 43215

Abbott Laboratories
625 Cleveland Ave
Columbus, OH 43215

Dear Madam or Sir,

I am a scientist and company owner with considerable marketing experience, and would like to be considered for the position of "Senior Manager for Market Insights."

I have been the marketing and public relations director for my own medical device company, VINO OPTICS, for seven years, giving our company a worldwide presence, including coverage in hundreds of magazines and newspapers such as the NY Times and, as it happens, [this one today](#). I have also been involved in the marketing and PR of my own books about my research discoveries, and through this I have acquired a network of hundreds of journalist contacts, been covered in many hundreds of stories, and myself have written for many magazines including the Telegraph, WIRED and Forbes.

As founder and CEO of my own company, which began in 2010, I have experience with all areas of business, from research and innovation (the technology came out of a major research discovery of mine in 2006), patenting, manufacturing, branding, marketing and PR, distribution, B2B relationships, growth, consumer experience, and consumer support. Experiences such as these are crucial for taking on the complex issues needing careful coordination in a company like Abbott.

My own academic experience is highly cross-disciplinary, with an undergrad in physics and math, a PhD in applied math, and research discoveries in very wide variety of areas, such as

- Why we see illusions ([see my TED on it](#))
- Why our fingers get pruned when wet ([see my TED on it](#))
- Where art comes from ([see the TIME Magazine piece](#))
- How city highway networks are like brains ([see this Scientific Magazine piece](#))
- The underappreciated problem of health blindness amongst medical personnel ([see my TED on it](#))

The key thing to notice here is that there is little in common across these, and my point at the moment is that I have a broad training across the sciences (and even papers and books concerning art and philosophy), and I can learn new topics quickly. I am agile.

One of my research areas has been on the development of thirst and hunger behavior, more directly in line with some of Abbott's research interests. In 1999-2002 I worked with Professor W. G. "Ted" Hall of Duke University's Department of Psychology on the ontogeny of appetitive behavior. There I carried out experiments with developing rat pups determining how exactly they come to express appetitive behavior when thirsty (both intracellular and extracellular dehydration) or hungry. We provided strong unambiguous evidence for the first time that, unless

a pup has had experience drinking/eating when thirsty/hungry, she does not seek out water/food when thirsty/hungry, even if she has often drunk/eaten when not thirsty/hungry. That led to a [2001 paper](#) in *Physiology and Behavior*.

Although I have a wide range of research areas, one area in particular concerns explaining and understanding the human (consumer) experience. In my books, VISION rEVOLUTION and HARNESSED, a common theme is making sense of how the stimuli found in culture (writing, logos, brands, designs, music, etc.) are often shaped so as to be a good fit for the evolved human mind. I am often asked to keynote at conferences concerning consumer experiences, and also at marketing and branding firms, as well as at galleries and art museums. I currently consult with Yamaha Motors in developing new driver perception technology to enhance safety, and the driver experience. And I was even invited to curate an exhibition based on my theories on this at MONA Museum in Hobart, Australia, along with well known scientists Steven Pinker and Geoffrey Miller, which led to a joint book, ON THE ORIGIN OF ART. ...but in my case the story really concerns understanding consumer designs generally in light of what the human brain is good at processing.

I can also communicate well, both in writing (as evidenced by six books, and many lay articles in magazines) and orally (with a history of hundreds of keynotes and talks, TEDs, and television appearances such as on Brain Games). And, despite being a researcher, in person I'm a normal guy (no taped-up eyeglasses, because... Lasik), and believe I can be a cohesive, collaborative employee.

I happen to live in Short North, having moved to Columbus about five years ago. I've come to love Columbus, and although I am searching worldwide for jobs of this nature, I'd prefer to stay here!

Sincerely,

Mark
Dr. Mark Changizi
mchangizi@gmail.com
<http://changizi.com/resume>