

May 24, 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 experience both in research and business, and would like to be considered for the position of "Research Manager for Shopper Insights."

As founder and CEO of my own medical device company, VINO OPTICS, 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.

I have a wide range of research areas, and one area in particular concerns explaining and understanding the human (consumer) experience. In my books, VISION rEVOLUTION and HARNESSSED, 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 (such as the [2010 IIR USA Shoppers Insight conference](#), and here are [photos of me keynoting there](#)), 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.

One of my research areas has been on the development of thirst and hunger behavior, more directly in line with some of Abbott's fundamental 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*.

I 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 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>