

June 17, 2019  
651 Dennison Ave  
Columbus, OH 43215

Abbott

Dear Madam or Sir,

I am a senior level scientist, am founder and CEO of my own medical device company, have ten years of marketing experience, am the author of many books for the general public, and would like to be considered for the position of "Senior Manager, Public Affairs, Nutrition."

Unlike most scientists, I have a long history of engagement with the public. I am working on my sixth book, each about my research discoveries, but each aimed to be readable by the general public. I also have written many dozens of articles in magazines like Discover Magazine, Telegraph, and WIRED, have given more than a hundred keynotes, often to galleries and museums, had a number of television appearances such as on Brain Games, and have done several TED talks. I can effectively simplify complicated concepts and communicate them in an exciting way to a general audience.

I have also been the marketing and public relations director for my own start-up medical device company for seven years, giving our company a worldwide presence, including coverage in hundreds of magazines and newspapers such as the NY Times. I have also been involved in the marketing and PR of my own books about my research discoveries for ten years, and through this I have acquired a network of hundreds of journalist contacts and been covered in many hundreds of stories.

As founder and CEO of my own medical device start-up, VINO OPTICS, I have a first hand experience with all areas of business, from research and innovation (the vein-enhancing technology came out of a major research discovery of mine in 2006 on the origins of color vision), patenting, manufacturing, branding, marketing and PR, distribution, B2B relationships, growth, and consumer experience.

I have been a researcher and / or professor at a variety of universities, including the Department of Computer Science at University College Cork, a Sloan-Swartz Fellow in Theoretical Neurobiology at Caltech, and the Department of Cognitive Science at Rensselaer Polytechnic Institute. And I have 20 years of experience directing a research lab.

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 also live in Columbus, and would love the opportunity to work at Abbott here in the city I have come to love.

Sincerely,

Mark

Dr. Mark Changizi

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<http://changizi.com/resume>