

**STUDENT ACTIVATION**

FemCare Research and Development Director

OVERVIEW

A FemCare Research and Development Director both understands and predicts the consumer demand for feminine care needs to maximize growth for their division of the organization. They manage and motivate their teams to meet deadlines with innovative products from the idea stage to the product release stage. They create and maintain budgets for their projects and use interpersonal skills to communicate their ideas and progress with an array of people both inside and outside of the organization. They have a bachelor's and often a master's degree with a background in math, science, and technology. Along with other opportunities, they have experience in leading both people and projects.

EVALUATE YOUR INTEREST

1. My favorite subjects are math and science, and I excel in both.
2. I enjoy researching topics that I am interested in and synthesizing my findings to share with others.
3. Learning new computer skills is interesting to me. I am comfortable with spreadsheets and have fun learning new formulas.
4. Teamwork makes the dream work! I feel more motivated and creative when working with a team, and often help lead the team to make decisions.
5. I am never late for a social event or a school assignment. I keep my schedule very organized and break down large tasks or assignments by giving myself deadlines each step of the way.

HOW DOES THIS CAREER AFFECT ME?

When feminine care products are available, people who menstruate are able to continue to participate in their daily activities feeling healthy, clean, and confident. Because of femcare R&D, there are products that suit different bodies and different lifestyles. Why should I care if I don't menstruate? Because of femcare R&D, there is more dialogue surrounding periods to educate everyone and take away the stigma of periods being unclean.



WHAT ARE SOME OTHER SIMILAR CAREERS?

1. Training and Development Managers work for organizations to plan, coordinate, and direct programs that enhance the skills and knowledge of their employees.
2. Advertising, promotions, and marketing managers generate interest in products by planning events and programs.
3. Market Research Analysts study market conditions to help companies better know what products people will buy and at what price.

HOW DOES THIS CAREER AFFECT THE WORLD?

Period poverty is happening in places all over the world. This is when access to sanitary products, menstrual education, waste management, toilets, and even hand washing is lacking. This can lead to overall health issues such as reproductive and urinary tract infections. Products such as Always from P&G donate money and supplies as well as encourage open dialogue so that people who menstruate are healthy, confident, and no longer ostracized.

TAKE ACTION

1. Challenge yourself to take a business course in high school. Courses such as Accounting, Introduction to Business, or Advertising and Media Relations will give you a glimpse into working as a top executive.
2. Find a mentor! Look for someone who analyzes data in their career and spend a day with them. Get yourself familiar with data management and statistical software such as Excel or SPSS.
3. Join the dance committee at school to work with a team, meet deadlines, and adhere to a strict budget. You will need to consider the needs of all participants, survey your audience, and report your progress to other decision makers.

