

Practice-Specific Workshop: Industry/Laboratory Genetics  
Friday November 4, 2:00-3:15p.m.

**Title:**

“Reframing What We Already Know: Sales and Marketing 101 for Genetic Counsellors”

**Speakers:**

Deepti BABU, Ambry Genetics, Edmonton, AB  
Andrea SECORD, GeneDx, Montréal, QC  
Rachel VANNESTE, PreventionGenetics, Saskatoon, SK

**Objectives for participants:**

- Learn about laboratory-based genetic counselling roles involving sales and marketing
- Understand common business terminology relevant to genetic counsellors
- Gain confidence in applying genetic counsellors’ core skills to a sales and/or marketing project or role

This workshop is intended for any genetic counsellor interested in gaining a better understanding and confidence in the arenas of sales, marketing and some of the business aspects of an industry-based genetic counselling role. Three laboratory genetic counsellor speakers will highlight core skills that genetic counsellors possess that translate well to these types of industry roles, and will offer practical tips for genetic counsellors to keep in mind when negotiating a job offer in this industry. A small group activity will also occur, during which group leaders will help discuss sample industry job postings with participants.

**Bio for Deepti BABU:**

Deepti Babu earned her Master’s in Human Genetics/Genetic Counseling from Sarah Lawrence College. After practicing genetic counselling in various specialties for 15 years, she merged her passions for the field and writing into a new role as Clinical Content Manager at Ambry Genetics in 2014. There, she manages written content across multiple channels coming to/from the Marketing department.

Deepti was Executive Editor of the National Society of Genetic Counselors’ member publication, *Perspectives in Genetic Counseling*, for five years. During this time, she led a team to transition it to an interactive digital magazine. From 2014-2016, she was Co-Editor and co-led a similar transition for *Crossover*, the member publication of the Canadian Association of Genetic Counsellors.