



BIOVID
INSPIRED INSIGHT

INTERN CASE STUDY

Carter L. Smith, Ph.D., Principal

As a Ph.D. student studying Social and Organizational Psychology, Carter Smith was initially skeptical of the idea of an internship in market research, concerned that it might be too limiting from a career perspective and potentially from an intellectual perspective as well. But after a conversation with BioVid's founder, Andrew Aprill, Ph.D., Carter decided it would prove both challenging and rewarding. He recalls Andrew describing the company as "the Ferrari of market research firms," referring both to its size and commitment to deep thinking and rigor. It was a metaphor that resonated with him and piqued his interest in the internship.

His Intern Experience

Carter worked as a BioVid intern during the first two summers of his doctoral program at Temple University. Because BioVid's internship program was fairly new at the time, Carter experienced trial by fire, participating in a wide variety of project assignments. From conducting interviews with highly specialized physicians to developing complex survey instruments, he engaged in all facets of the research and felt fully integrated by summer's end. "I was entrusted with increased responsibilities and encouraged to apply my specific academic interests and abilities to my work," he said. "It really made me feel that I had something meaningful to contribute to the team." This was coupled by very strong and supportive mentoring from members of the organization, which included extensive direct experience with Andrew and other senior members of the organization.

Carter also found that the BioVid internship experience was satisfying on a personal level. He found that the pace of the projects, coupled with the range of studies and the diversity of therapy areas provided more than significant intellectual challenge and opportunities for personal growth. "There is a sense in which, the mental challenge of this position is far beyond what I experienced in my academic training. In that setting, you have years to work on an idea and come to a solution. In this setting you may only have hours or days to produce something of similar sophistication." Additionally, Carter also felt a strong sense of pride and satisfaction with the quality of the research that BioVid produces. He indicates that much of what he learned about data analysis, sampling and the execution of research was a powerful complement to what he learned in the lab and the classroom. "When it comes to developing your skills as a social scientist, in my mind there is no substitute for conducting applied research like we do at BioVid."

His Role Today

Carter joined BioVid as a full-time member of the team in January 2004 after completing his doctoral program, and worked his way up through numerous roles in organization, becoming a Team Executive in 2008, Executive Director in 2011 and a Principal in 2014. Today he sees his job as a hybrid position encompassing business development, project team leadership, client consultation and organizational leadership. During his tenure he has focused significant attention on adding to BioVid's offerings in the arenas of new product demand and market segmentation, and worked to bring these ideas out to the marketplace through direct client training and conference presentations.