



**BIOVID**  
INSPIRED INSIGHT  
**INTERN CASE STUDY**

## **Kyle E. Chamberlin, Project Coordinator**

While working toward his Bachelor of Arts degrees in Sociology and Economics at Temple University, Kyle Chamberlin spent countless hours looking for a career that combines the critical thinking he learned while studying sociology and the quantitative methods he learned while studying economics – he decided to start his post-baccalaureate career in Market Research. He completed two market research internships before joining BioVid, which introduced him to the market research process and increased his interest in the industry. He was drawn to market research consulting by the dynamic and intellectually stimulating workload – each project offers an opportunity to learn about the client’s product, its market, and the client’s research problem and goals. Kyle was drawn to BioVid because he was interested in developing his project management and analytical skills while learning more about the pharmaceutical industry and solving the complex problems that clients present.

### ***His Intern Experience***

What Kyle found in BioVid was an opportunity to learn and grow at a company that is small enough to provide him with in-depth mentorships from all levels of the company yet large enough to offer a robust and rewarding career path. After joining, he was quickly assigned to a qualitative project, for which he immediately immersed himself in the client’s therapeutic area. Throughout the project’s life cycle, he aided in project design and learned to interact with clients and handle the logistical/operational aspects of the project. Later, he was deeply involved in analysis and reporting and worked with BioVid team members of all levels in answering his client’s research questions.

Outside of his own project, Kyle learned from many more established researchers in the company as he assisted in project design, logistics management, qualitative and quantitative analysis, and reporting. “I was rapidly given a comprehensive, holistic view of the steps included in a market research project,” he said about his first few months with BioVid. After excelling in his project management duties on a handful of projects, Kyle was asked to join the team full-time as a Project Coordinator after a 6-month internship.

### ***His Role Today***

Kyle was quickly enamored by the ever-changing nature of his job: “You can’t be bored in this business – though each project follows a similar structure, every project is customized to our individual client’s objectives. Once you have an understanding of the logistical aspects of market research, you can focus on critical thinking and actually solving your client’s problem.” Since joining full-time, he has enjoyed more autonomy in his projects. Although the day-to-day management of his projects is his responsibility, there is still a great deal of support available to him when a challenging situation arises. His job, entitled Project Coordinator, is equal parts project management and critical analysis. He is currently being trained to moderate interviews and focus groups, which has been a major interest of his since starting his market research career.



He is working toward perfecting his project management skills and focusing more on research in the coming months.