

# CAREER DEVELOPMENT

# PRESENTATION

## Future-Proofing Your Scientific Career: The Power of a Professional Brand



**PRESENTER**  
**DR. CASSIE BRIGGS**



**THURSDAY**  
**10 JULY 2025**



**TIME**  
**10:00 - 10:45 AM**



**BUILDING 33**  
**ROOM H114**

In today's scientific landscape, technical expertise alone is no longer enough. Research careers are increasingly shaped by external pressures: funding uncertainty, shifting institutional and national priorities, short-term contracts, and growing expectations for interdisciplinary and international collaborations. In this environment, how you present yourself and communicate your work can be just as important as the work itself.

But your professional brand is not just how others see you, it's also how you see yourself. It reflects your values, strengths, and aspirations, guiding the choices you make and shaping the story you tell. A clear brand helps you stay aligned with what matters most to you while making it easier for others to understand your unique contributions and potential.

In this engaging and thought-provoking presentation, you will learn what a professional brand is, why it matters in today's scientific environment, and how it can be used to clarify your direction, expand your network, and open new doors. You will leave with a fresh perspective on your professional identity and practical ways to start shaping a brand that reflects both who you are and where you want to go.

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