

**Chapter 7 Basic Math Skills
Career Chatroom Career Profiles**

**Jennifer Bachman
Regional Corporate Relations Director,
American Cancer Society**

Q What do you do at work?

A My primary role with the American Cancer Society is to work with companies to develop a strategic, mutually beneficial relationship with the American Cancer Society. This relationship includes engaging their employees in events and volunteer opportunities with the organization, increasing corporate support of the Society's events, and building mission support initiatives that help people stay well, get well, find cures, and fight back.

Q What was your first job in marketing?

A My first job was as a Marketing Specialist. The two jobs are similar in the nature that both enabled me to build relationships as well as position my organization as a leader and good partner to do business with in the eyes of the customer. At my first job, post college, I marketed high level office furniture on a national scale to a variety of consumers. I developed extensive collateral and presentation materials for my company. Additionally, I consistently worked to create process improvement tools to better utilize resources.

Q What skills are most important to you?

A The skills most important to my current role are relationship management and building hard-working, strong communication skills (both oral and written); aligning and matching company objectives; and trust and honesty.

Q What is your key to success?

A I believe a strong work ethic is an innate skill that will push an individual to go above and beyond his or her job duties, and see what is best for the greater good of a company. This is something I look for in new employees and something I am proud to possess. The words, "that's not my job" are not in my vocabulary.