



Lehigh in Belgium 2009

Marketing Practicum Profile

Muna Hadeed



Name: Muna Hadeed

Graduation Year: 2011

Major: Marketing

Minor: BIS

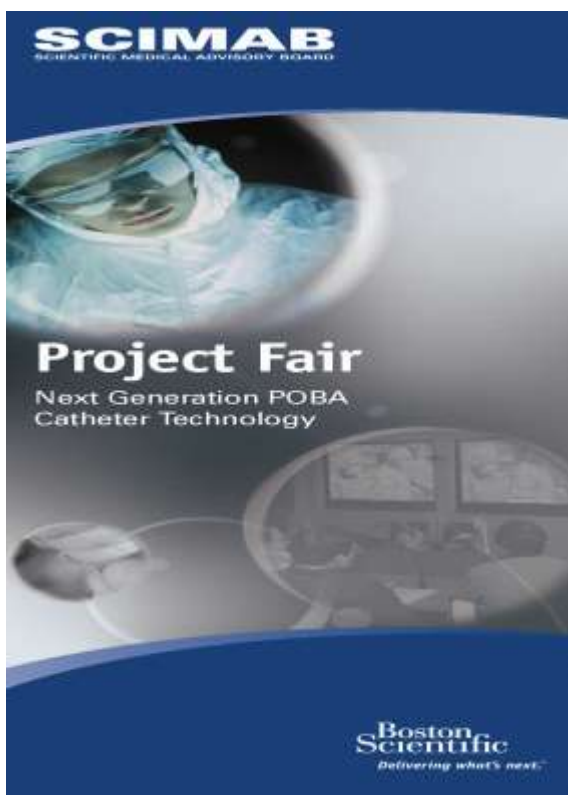
Languages:

Arabic (Fluent)

French (Int)

Boston Scientific has advanced the practice of less-invasive medicine by providing medical device market a broad and deep portfolio of innovative products, technologies and services across a wide range of medical specialties. These less-invasive medical technologies provide cost-effective alternatives to major surgery and other medical procedures that are typically traumatic to the body.

My internship at Boston Scientific required preparing for the Scientific Medical Advisory Board (SCIMAB) Fair which took place in Nice, France June 11-12th. The SCIMAB is an annual event that Boston Scientific organizes for its physicians (clients) from around the world to receive feedback on its new medical products and devices that are to be introduced and positioned in the medical device market in the near future.



During my internship I was part of the Clinical Communications department in Deigem, Belgium (a suburb of Brussels). I participated in all aspects of the (SCIMAB) Project Fair which included travel to company's main European office in Paris. While in Paris I participated in conferences with trade show designers to develop ideas about the communication strategy and thematic designs that were to going to be used at the (SCIMAB) Project Fair in Nice. I also had to keep in touch with other regional offices in Europe, North America and the Middle East to collect background information on physicians planning to attend the (SCIMAB) event. This was a great opportunity for me to gain exposure to different work environments and cultures from all over world, and simultaneously helped me pursue my career goal of becoming an international business executive.