

WEBINAR: From teaching to pitching. What does it mean? What does it take?

SHORT BIO: Valentini Konstantinidou has extended academic and research experience in the field of Nutritional Genomics. After more than a decade as an active researcher, she decided to switch fields and move on towards business applications and personal development. The second was a prerequisite for the first. She has recently founded her own company in the field of nutritional genomics (www.dnanutricoach.com) and become an Accredited Practitioner Coach from International Institute of Coaching and Mentoring (IIC&M). Since 2001, she has collaborated with top-rated research teams worldwide and here scientific expertise lies on the nutrigenomics of Mediterranean diet and extra virgin olive oil in humans. She is an invited lecturer professor in Catalonia, Spain (AQU accreditation) and she has numerous indexed scientific publications. Valentini has a multidisciplinary working and educational experience, she holds a Phd in Biomedicine and a MSc in Biomedical Research. Studying is what continuously keep her going.

Short Q&As

1 - why did you decide to leave academia and start your business

There were numerous reasons that led me take this step. Mainly, I might name the internal need to keep growing, learning and being productive and effective.

2 - what would be your advice to somebody that is finishing the PhD and still doubts whether to stay in academia or join the industry?

I would say that having a PhD in a scientific field opens much more doors than what we are used to be told. My advice would be to keep your eyes open and not being afraid of trying.

3 - apart from the academic formation, what were the lessons that you learn during your PhD that you can apply now in your new career?

As I mentioned, having a PhD educates you in multiple ways that we are generally not aware of. For example, organizing skills, writing skills, presenting skills, analyzing skills and much more that we take for granted but they have an important added value in "outside" working environments.

4 - would you do something different during your PhD that would have made you better prepared to start your own company?

I would like to have gained more practical experience and knowledge about selling, marketing, promoting and financing issues. I know that nowadays, research institutes and universities have started included such courses and seminars as part of the PhD courses. I totally recommend it.

5 - what is your favorite thing about being an entrepreneur?

Being an entrepreneur, for me, it means offering an added value to other people's lives by doing what I love, in a way that I enjoy and with people I choose.