

Marketing the Mixture



Hello! My name is Sarah and I'm a marketing coordinator at Croda.

Our scientists in the labs send their experiment results to me and I make the scientific information easier for our customers to understand. I put information into exciting communications like posters, web sites and articles for magazines.

I also go to trade shows, where lots of different companies present their products to potential customers.

To do my job I need to be good at understanding science and also good at making information easier for people to understand. But most importantly I need to be creative. Marketing is the way we present our company to people who might become our customers, so we need to make sure we stand out from the crowd.

