

DR. MIRANDA HANSON-BASELER



Dr. Miranda Hanson-Baseler was a summer intern in 2004 during the WV-BRIN phase of the program. Following graduation from Wheeling Jesuit University, she entered the biomedical graduate program at the West Virginia University School of Medicine where she received her Ph.D. in Immunology and Microbial Pathogenesis in the laboratory of Dr. John Barnett. She continued on an immunology-focused research path by becoming a post-doctoral fellow at the National Cancer Institute. As a member of the Cancer and Inflammation Program, she studied the efficacy of cytokine-expressing genetically engineered bacteria on the treatment of murine colitis. Dr. Hanson-Baseler earned a number of accolades for this work including NIH's Fellow Award for Research Excellence and NCI-CCR's Technology Transfer Award. Although she enjoyed research at the bench, she realized that her passion was communicating about science rather than doing experiments. In order to gain writing and leadership experience needed to pursue a science communications career, she was an active member of the Fellows and Young Investigators Steering Committee, serving as chief editor of the quarterly newsletter and was a member of the Fellows Editorial Board. Additionally, she was a guest writer for NIH's *Research Matters* and NCI-CCR's *In the Journals* online publications. Dr. Hanson-Baseler leveraged her research and writing experience to transition into a marketing career in the biotech industry. She is currently a Director of Marketing for QIAGEN, a provider of sample and assay technologies for molecular diagnostics, applied testing and academic and pharmaceutical research. Her role includes developing and implementing strategic marketing initiatives through content marketing, direct marketing and digital marketing to drive global awareness and education for molecular diagnostic solutions. She leads a team of campaign managers, locally and internationally, who drive digital demand generation for the immune responses, clinical genomics, infectious diseases and reproductive health product portfolios. While working at QIAGEN, Dr. Hanson-Baseler earned an MBA through the University of Würzburg in 2018. In addition to her daily role, she has served as the Head of the Global Diversity and Inclusion Ambassador Program at QIAGEN for the past 2 years.