"The excitement in engineering doesn't all happen in a development lab."

"I found that out when I started selling computers. "Obviously, they're expensive. Nobody's going to buy one unless I can show him why it'll be worth the investment. (This is Bob Shearman, Mechanical Engineer, an IBM Medical Representative in Marketing.)"

"My customers happen to be doctors and scientists. Naturally, I have to find out what their problems are before I can hope to build a case for installing a computer. That's what I find exciting. This whole process of helping somebody solve a knotty problem."

"For example, one of my installations is at a cancer research institute. A problem came up when they decided to build a radio therapy suite about a block away from the computer. The doctors wanted to communicate with the computer right from a patient's bedside."

"The general solution was easy enough. We knew we'd have to use some sort of remote terminal. But from then on it was a process of exploration. I asked a lot of questions, dug up a lot of facts, and generally helped the customer arrive at a detailed definition of his problem. Then I worked closely with IBM and the customer until we had the right terminals installed and functioning."

"In a job like this, you use your technical background all the time. Whether you're defining a problem or showing the customer how our equipment can help solve it."

Bob's comments cover only a small part of what IBM offers an engineering or science student who likes to work with people. For more facts, visit your campus placement office. Or send an outline of your career interests and educational background to Paul Koslow, IBM, Department C, 425 Park Avenue, New York, New York 10022. We're an equal opportunity employer.

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