

Member Spotlight:

Heather Carine

Carine Research

The short story is that I was a corporate librarian who moved into marketing – and then brought those skills together to become an independent information professional specialising in researching Australian and international companies, industries, and business people.

The longer story (as you'll see below) is that some chance conversations led me to change careers a few times and eventually set up my own business – Carine Research.

In the early 1990s, I went to a party in Melbourne, where a friend's sister told me about the post-graduate course she was studying in information services, which was the new librarian: a mixture of research, understanding the new info technology, and managing information.

I had never considered becoming a librarian, but I knew straight away that the new world of information management and research appealed

to me. I quit my job and went back to university for a year to study information management – a great decision in my life.

Along the way, I clearly remember being in a lecture, where a recent information management graduate spoke about his work as a business researcher at the State Library of Victoria. A bell went off in my head – that was what I wanted to do.

Along the way, I worked as an information manager in national law firms in Australia and as a researcher in investment banking in London. I then started working in law firm marketing, which combines elements of corporate research, business proposal writing, and knowledge management.

The opportunity to move into the independent information professional world came to me when I was completing my masters in information management and writing a thesis on knowledge management in law firm alliances. I went along to a session at a law librarians' conference, delivered by an independent information professional, who happened to be talking about alliances.

We struck up a conversation, and she opened my eyes to a potential new career – an independent information professional in Australia. Once again, I felt this was the right thing for me and started making changes in my law firm



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life to start my own business.

In 2006, I set up Carine Research, armed with some skills and confidence and support from my AIIIP colleagues who have been very helpful referring clients to me.

I now have my own business focussing on researching Australian and international companies, industries, and business people, and have clients around the world calling on my research skills for tailored results to enhance their industry knowledge, boost their business proposals, and assist their recruitment decisions. I also enjoy running workshops and seminars, sharing my corporate research knowledge.

I look forward to catching up in Denver in '13. ■

Heather Carine is based in Adelaide, South Australia and online at www.carineresearch.com.au. She is a researcher, speaker and writer on research tips, and former editor of AIIIP Connections.

