

The Student Guide  
to the  
Coolest New Jobs and  
Hottest New Industries:

71 Awesome Careers  
Promising  
Passion, Profit and Fun

Stephen Banick

*First Edition*



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## Overview – The New Careers at a Glance

Applied Animal Behaviorist

Animal Assisted Therapist

Animal Defense Attorney

Aquaculturalist

Art Therapist

Behavioral Geneticist (*incl. Psychiatric Geneticist, Genetic Counselor, Medical Geneticist, Genetics Nurse*)

Bio-Informatics Scientist/Engineer (*incl. Bioinformaticist,, Computational Biologist, Pharmacogenomicist, Agronomist, Evolutionary Biologist*)

Change Manager

Craft Brewer (“Beer Sommelier”)

Culinary Tourism

Cultural Curator

Cyber Criminologist

Digital Historian

Disease Mapper

Distance Counselor

E-Discoverer

E-Lancer

(Teaching) English as a Foreign or Second Language

Ergonomacist

Exercise Physiologist

Expatriation Specialist

Feng Shui Consultant

Forensic Accountant

Geriatric Care Manager

*The Green Wave (incl. Biological Systems Engineer, Eco-Broker, Energy Rating Auditor, Energy Retrofitter, Environmental Manager, Green Accountant, Green Career Counselor, Permaculturalist, Sustainability Coordinator, Corporate Climate Strategist, Eco-Investor, Carbon Trader)*

Immigration Specialist

Intellectual Property Manager

International Relations

International Relocation Specialist

International Research Surveyor

Legal Nurse Consultant

Localization Translationist

Lifestylist

Nanotechnologist (*incl. Nanoecologist, Bio-Archiver, MEMS Engineer, Nanophotonics / Nano-Optoelectronics Engineer, Nanooptician, Microfluidics Engineer*)

Neuromarketer

Off-shoring Manager

Patient Advocate

Retail Climatologist

Roboticist

Simulation Developer

Social Responsibility Manager

Space Tourism

Virtual Concierge

Voluntourism

Wealth Manager (*incl. Compliance Specialist*)

Wind Meteorologist

# I

## Introduction

What You Need to Know About  
Your Career Options and Decisions

*Students, Educators, Career Professionals  
and Parents –*

Welcome!

If you, or your high school and college “charges” are giving serious thought about what careers to pursue, but feel you (and they) don’t know enough about just what’s “out there” – this book’s for you.

And if you *didn’t even know* that there’s an exciting new vocational landscape out there – then this book’s *really* for you!

Let me let you in on a few little secrets:

- 1. There has never been a better time for people to enjoy passionate, profitable, principled and fun careers.***
- 2. Thousands – Millions – of lucrative, high-paying jobs are being created in exciting new industries and fields that literally did not exist a few short years ago.***
- 3. Knowing what these careers are and how to enter these exploding new fields can position you for incredible success at a very young age...***

Furthermore, what’s really interesting – and, oh-so-advantageous for you – is that:

***Most of these dynamic careers are not even being mentioned at job fairs, career days or in classroom instruction!***

To be perfectly blunt, anyone who tells you that you can't have *passion, profit and fun* in your career is 'Old School' – you know, “way back there” in the 20<sup>th</sup> Century. Most likely, they're well-intentioned or just naïve. Perhaps their sentiments reflect their own career experiences or those of family members or friends. Just smile and nod, and thank them for their concern, but please don't buy into their story – we really *do* live and work in a “New World” today: A world of incredible career opportunities! You just need a little introduction to what these opportunities are, and that's what *The Student Guide to the Coolest New Jobs and Hottest New Industries* is all about.

What's cool about the careers (and industries) mentioned in this book is that they are neither risky nor pipedreams nor “quirky” (well, some might be). But, as you'll see – they're powerful! In fact, the reason these examples are chosen is *because they are here to stay* – and (in most cases) are exploding! Here's another way to look at it:

***Many of these careers are the “safest” choices you could make! Fields such as these give you early access to proven occupations that will be many times bigger in coming decades; precisely, because they are necessary, they are in demand, and they will change the world.***

***“What’s the big deal? Why should I care?”***

If you already know in your mind and heart (and pocketbook!) what your career aspirations are – good for you! Many people spend their entire working career – or careers – not figuring that out, or not knowing how to access those dreams, because they haven’t known their options.

How often have you heard people speaking about choices they’ve made (or not taken) that, *“If only I had known!”* Or, *“I wish I had gotten in on the ground floor of that company, or new industry, because I’d be having a blast and making tons of money right now.”*

***“OK, I understand, but how about a few examples?”***

You bet. Let’s take a glimpse at some of the trends that the careers in this book reflect. See if you relate to any of these powerful movements:

- ⊕ *You’d like to make a bundle while you save the planet.* Green products, services and technologies will be a *multi-trillion \$ industry by 2015*, creating millions of new jobs across many industries. (Just one specialty, “carbon trading,” will become a \$500 billion annual industry over the next forty years.)
- ⊕ *You believe that Space Tourism is still “way out there.”* Well, get your gravity boots ready, because it’s likewise predicted to a *multi-trillion \$ industry by 2025*, providing five million passenger rides yearly. Oh, the first Space Hotel (Galactic Suites) opens in 2012...and by the way, there’s already 42 licensed “travel agents.”

- ⊕ *You want to heal people's psyches through sight, sound, touch and beauty.* The new field of Art Therapy desperately needs you, as they presently only have 5,000 practitioners.
- ⊕ *You're a "Geek-in-a-Suit."* The legal field of Electronic Discovery ("E-Discovery") is growing 300% per year to a \$20 billion industry by 2011.
- ⊕ *You're creative, scientific and love old "Jetsons" cartoons.* As a Roboticist, you'll help the industry grow 30 times bigger – 3000% by 2025.
- ⊕ *You're obsessed with discovering what makes your customers tick.* Neuromarketing is being called by some "The IT of the 21<sup>st</sup> Century."
- ⊕ *You're committed to clean, safe and inexhaustible energy.* The Wind Meteorologist is being called "The Petroleum Engineer of the 21<sup>st</sup> Century."
- ⊕ *You'd love to help organizations both large and small be better citizens.* Social Responsibility Management is one of the fastest growing roles with corporations, non-profits and world governments – yet academia is just starting to catch on.

See any trends here? A common theme we find again and again is:

1. A service or product is high in demand; either because it's necessary, required, solves a problem or delivers a convenience.
2. The projected growth prospects going forward are freakin' huge.
3. There are not nearly enough skilled professionals to meet that demand.

4. Those who “get in” in the next few years will be positioned to enjoy prosperous careers and achieve – if desired – leadership roles early in their career!

### **Why is this happening now?**

Consider for a moment the massive forces (or “mega-trends”) that are creating these opportunities:

***New Technologies enable cheaper, faster, and better results:*** Think about all of our blinking, buzzing and beeping devices – the Internet, Wifi, TIVO, remote conferencing (teleseminars), IM’ing, Social Networking, Distance Learning (“eLearning”), GPS, PDA’s (personal digital assistants), iPhone/Pods, etc., etc., etc...! What do all these have in common? *They “enable” us.* We will buy them, companies will make them, and companies will hire people just like you to make or sell them.

Anything that makes it more effective for people, companies and governments to accomplish their tasks – either for business, convenience, or fun – is going to be in high demand; and, many of the new technologies and gadgets being created are incredible! *Neuromarketers*, for example, can get inside their customers’ heads – literally – to discover their subconscious preferences. *Behavioral Geneticists*, thanks to the Human Genome Project, can trace disease influencers and provide pro-active advice and therapy to patients. Or, how about the *Cyber Criminologist* chasing the bad guys through cyberspace from the comfort of an air-conditioned office? Or that *Nanotechnologist* we mentioned above, rearranging the atomic properties of materials in a way that will profoundly affect nearly every industry on this planet...? Trust me – Star Trek is closer than you know! (Hint: see *Space Tourism*).

***The “shrinking globe” means “business-not-as-usual.”***

Easier travel, improved economic and political relations between countries, and more world citizens desiring the “good life” means an explosion of global business. As international business partners – such as customers, vendors, employees, etc. – jockey to compete and grab their fair share of market spaces, it’s changing the way we do business across borders.

*Expatriation Consultants*, for example, ensure that international job transferees are properly prepared to overcome the “cross-cultural collisions” that cost their companies dearly. *Localization Translationists* are empowered with the crucial and exciting task of creating products and messages that are culturally and linguistically appropriate for the users or markets of different lands. Another vocational taskmaster of this shrinking globe is the *International Research Surveyor*, charged with figuring out what make other cultures tick – and buy. Even the traditional world of *International Relations* has expanded far beyond the diplomatic world to include a whole new realm of services and relationships requiring new skills and leadership. Are you up to it?

**Environmental, legal and social pressures require new “responses”** Sometimes the forces of politics, society, or our physical environment require that we react. While these issues may be very challenging, you can take comfort that the silver lining is often “job security” – in fact, rapid career advancement if you’re positioned in a number of industries confronting these challenges!

For instance, unless you’ve been asleep since kindergarten, you’ve probably heard about topics like global warming, alternative energies, etc. Don’t worry about quarreling

politicians – just realize that there tons of companies making tons of “green” (money!) launching *Green products and services* that are good for the environment. And, this “Green Wave” is just starting! Or maybe you’re a technology freak with a love of dotting I’s and crossing T’s – check out the exploding world of the *Intellectual Property Manager*. Would you like to extend your compassion and organizational skills to the growing elderly population as a *Geriatric Care Manager* – or, are you interested in applying your empathy and gift for gab to the representation of our furry and feathered friends, as an *Animal Defense Attorney*? Perhaps you’d rather fit two-legged clients to their surroundings better – you’ll prosper as an *Ergonomicist*.

**We crave entertainment and “lifestyle”** In our Western societies, most people hate being *bored* and hate being (considered) *boring*. Whether it’s for excitement, fun, or knowledge, we flock to activities or products that can make our day(s) a little perkier. Just think about how many reality shows, “meet up” groups, or lifestyle consultants are popping up on your TV/PC bookstore or in your living room or favorite social venue.

Want to harmonize other folks’ environments and manifest a bigger bank account? Become a *Feng Shui Consultant*. Care to cater to the appetites of savvy travelers? Check out *Culinary Tourism*. Are you a culture freak with a talent for art and interior design? Then turn museums, resorts, airports and other social venues into amazing display grounds as a *Cultural Curator*. Can you package your artistic, uplifting products or services into a fun, educating (“edutainment”) delivery mode that makes people want to tune you in again and again (think Rachael Ray)? Do so, and prosper as a *Lifestylist*.

\* \* \* \* \*

You may have noticed that those four big “mega-trends” often overlap. For example, if you choose to be a *Robotician*, you may... 1) create cutting edge products (*technology*) to... 2) provide for the needs of our ageing population (*societal demand*) in order to... 3) enhance their quality of life (*lifestyle, entertainment, etc.*).

Many of the careers discussed in this book have similar overlap, covering a lot of industries, job classifications and educational backgrounds. They also tend to fall into two groups:

- ⊕ Careers so new they didn’t even exist a few years ago (and in fact are still seeking formal name recognition)
- ⊕ Careers in existing industries that are either “spin-offs” or greatly transformed version of traditional jobs.

The *Student Guide* isn’t intended to be a comprehensive listing of the new jobs or industries – that would be virtually impossible to compile. (As a side note, the Bureau of Labor Statistics doesn’t even mention most of the careers described in this book!)

In addition, the *Guide’s* objective isn’t to give detailed information about employers, how to write the perfect resume or how to conduct the perfect interview. There are plenty of good resources out there who excel at those functions.

You’ll also notice some minor variations in what data is emphasized: in some cases, pay is emphasized; in others, education prerequisites; still in others, changes in the industry are discussed more. For the most part, however,

you'll get a fairly good bird's-eye view of what the field is about and how you might position yourself for success.

Finally, while most of the careers represented here require degrees (many of them at the Masters level), not all do. What's important to remember is: 1) They're all professional careers; 2) Most of them pay very, very well; and, 3) They may be "new and unusual," but *they are not quirky, offbeat jobs* – there are plenty of books out on that subject, also!

Let's dive in – your future is waiting!