

Business Lead Export

Apply Now

Company: Biocartis

Location: Belgium

Category: computer-and-mathematical

Share Publication date 18 March 2024 Location Field Based/Mechelen Country Belgium

Workplace type Remote Travel percentage 60% Department Sales Function type Full-time

Contract type Employee Experience required

Experience with molecular diagnostics products.

Experience with lead generation and lead generation campaigns.

Previous Marketing experience in the diagnostics industry is a major asset.

Deep understanding of the competitive landscape is preferred.

Good understanding of molecular biology.

Education

A Master's degree in a scientific orientation or equivalent through experience.

A PhD is a significant plus.

Business Lead Export

The key objectives of the Business Lead Export is to:

Ensure that sales and business objectives for oncology are met , in close collaboration with the Export Business Managers and Business Lead Oncology (BLO)

Responsible for Lead generation by:

Generating leads through desk research, direct end user interaction (conferences, KOL mapping, webinars, local visits) and supporting our distributors in reaching out to clinicians (currently not the target audience of our distributors)

Set up communication/lead generation campaigns through our distributors

Actively follow up on leads

Increase the exposure of Biocartis and distributors to clinicians:

Coordinate and grow a network of KOL's in export (both online as supporting through local visits) to support Biocartis' commercialization efforts and coordinate interaction between this group and different Biocartis functions.

Work closely with similar existing roles at some of our distributors and support the expansion of such roles at other distributors

Participates as a sales representative at oncology conferences in Export countries

Sales & marketing support:

Improve the capabilities of our distributors to successfully sell our products through distributor events, online trainings, webinars, user meetings, direct interaction and digital channels

Tailor marketing material specific to distributors (i.e. sales pitches, short training material for distributors and pharma) with specific attention for targeting clinicians

Coordinate market feedback and market insights

Support a successful launch of new products

The Business Lead Export should have a scientific orientation with strong knowledge of molecular biology and experience in marketing. The function includes international travel (approx. 60%).

Profile requirements

A Master's degree in a scientific orientation or equivalent through experience; A PhD is a significant plus;

Previous experience in the diagnostics industry is a major asset;

Experience with molecular diagnostics products;

Experience with lead generation and lead generation campaigns;

Deep understanding of the competitive landscape is preferred;

Good understanding of molecular biology;

Good understanding and knowledge of customer needs, market trends and competitive environment;

Strong business acumen and customer focus;

Methodical and process minded. Committed and follows through;

Very strong team-focused approach;

Good negotiation skills;

Ability to drive data driven insights;

Ability to deliver against set objectives while operating on some occasions in stressful situations;

Ability to deal with shifting priorities and issues inherent to a growing organization;

Excellent presentation skills, both written and oral;

Passionate; strive to make a difference;

Global mindset, eager to deal with all cultures;

Languages : excellent English both spoken and written. Any other language used in the Export region is an asset (French, Spanish, Portuguese, Arabic, Russian, Japanese, Mandarin, etc.);

PC skills : MS office and CRM tools;

Flexible to Intercontinental travel (approx. 60%).

Our offering

We offer you a challenging job in an exciting environment, working for top entrepreneurs in the biotech industry. You can be part of a very dynamic and growing team in a highly innovative environment. You will have freedom to shape your work and shape your job. Your input is highly appreciated. Of course we offer you a fitting compensation package as well as autonomy and flexibility to manage your own agenda.

[Apply Now](#)

Cross References and Citations:

1. [Business Lead Export Studyjobs Jobs Belgium Studyjobs ↗](#)
2. [Business Lead Export Directorjobs Jobs Belgium Directorjobs ↗](#)
3. [Business Lead Export Newyorkcityjobs Jobs Belgium Newyorkcityjobs ↗](#)
4. [Business Lead Export HrjobsJobs Belgium Hrjobs↗](#)
5. [Business Lead Export AtlantajobsearchJobs Belgium Atlantajobsearch↗](#)
6. [Business Lead Export SoftwaregiantcareersJobs Belgium Softwaregiantcareers↗](#)
7. [Business Lead Export KenyajobsJobs Belgium Kenyajobs↗](#)
8. [Business Lead Export Wowjobs Jobs Belgium Wowjobs ↗](#)
9. [Business Lead Export Universityjobsnearme Jobs Belgium Universityjobsnearme ↗](#)
10. [Business Lead ExportProductmanagementjobs Jobs Belgium Productmanagementjobs ↗](#)
11. [Business Lead ExportScholarjobs Jobs Belgium Scholarjobs ↗](#)
12. [Business Lead ExportSearchaustralianjobsJobs Belgium Searchaustralianjobs↗](#)
13. [Business Lead ExportEnergyjobs Jobs Belgium Energyjobs ↗](#)
14. [Business Lead ExportJobsinsaudi Arabia Jobs Belgium Jobsinsaudi Arabia ↗](#)
15. [Business Lead ExportHealthybird Jobs Belgium Healthybird ↗](#)
16. [Business Lead ExportBusinessjobs Jobs Belgium Businessjobs ↗](#)
17. [Business Lead ExportDermatologistjobs Jobs Belgium Dermatologistjobs ↗](#)
18. [Business Lead ExportGuatemalajobsJobs Belgium Guatemalajobs↗](#)
19. [Business lead export Jobs Belgium ↗](#)
20. [AMP Version of Business lead export ↗](#)
21. [Business lead export Belgium Jobs ↗](#)
22. [Business lead export Jobs Belgium ↗](#)
23. [Business lead export Job Search ↗](#)
24. [Business lead export Search ↗](#)
25. [Business lead export Find Jobs ↗](#)

Source: <https://be.expertini.com/jobs/job/business-lead-export-belgium-biocartis-55c9f89dc4/>

Generated on: 2024-05-02 by Expertini.Com