



Director of Business Development and Marketing

Position Overview

The Director Business Development and Marketing will play an essential leadership role across marketing and business development activities, both internally and externally, while conducting strategic business goals and competitive analysis research aligned with the company's business development vision. This is a highly visible role requiring a hands-on, tech savvy leader with excellent communication skills, solid scientific acumen, and a strong background in Biotech sales and marketing experience. The role will be based out of our Providence office and requires occasional travel.

The successful candidate will be a self-starting, results-focused individual with a demonstrated record of sustained sales results achieved by building strong client relationships and loyalty. Drives growth by developing clear long and short-term account plans targeting profitable opportunities.

Responsibilities:

- Develop and implement short and long-range operating objectives, strategies and marketing plans required to meet the business long-term growth and profitability objectives.
- Work closely with Executive Team to analyze business performance including forecasting to develop and implement business strategies to respond to trends and/or industry changes.
- Assist in the global development of the business including due diligence on potential new business opportunities.
- Perform high-level business development activities, including meeting with potential customers, making presentations, negotiating contract terms, and ensuring a timely and thorough new customer process.
- Maintain high-level contact with key accounts; interact as necessary to address issues, gather feedback, and general client relationship success.
- Build relationships with key stakeholders in the target sector, including industry associations and key influencers.
- Collaborate with companies, organizations, and individuals in the life sciences industry. This will include collaborations and strategic partnerships.
- Responsible for generating revenue for the company, including generating leads, contacting potential customers, closing sales, and managing customer relationships.
- Develop and mentor a dedicated sales and marketing team that focuses on selling its products directly to life sciences, biotech, and pharma customers.
- Establish and leverage partnerships with complementary companies to tap into new customer segments and accelerate growth.
- Assist the Business Development Manager with outreach, lead generation, customer relationship management, contract negotiation, meetings, trainings and other sales and marketing activities as requested;
- Oversee and participate in the preparation and revision of contracts that involve current and potential clients including amendments, extensions, and new business arrangements.

- Provide contract updates and summaries to Executive and Scientific Teams.

Qualifications

The following are minimum qualifications related to the Director, Business Development and Marketing position:

- Bachelor's degree (B.A./B.S.) or equivalent in Life Sciences or related scientific discipline. Biology or Immunology preferred. Master's degree in a related scientific discipline or Business Administration (MBA) preferred.
- 10+ years related experience in BD Sales and Marketing within Biotech/Pharma.
- Successful track record of developing new business and high growth opportunities.
- Entrepreneurial mindset, ability to pivot in a fast-paced environment.
- Experience with Salesforce or similar CRM platform.
- Willingness to travel and represent company at trade conferences and company events.
- Bilingual Spanish, French and/or Japanese a plus, but not required.