

Creoptix is a venture-funded Swiss company based in Wädenswil Switzerland, with US Office in the Greater Boston area. We are experiencing hyper growth in North America and in need of a sales leader and high achiever to help us scale our business on the West Coast.

That is why we are looking for you as

Sales Development Manager-West Coast

WHO ARE WE?

Creoptix was formed to enable life scientists to accelerate discovery by providing cutting-edge tools for molecular interaction analysis, focusing on next-generation bioanalytical instruments for drug discovery and life sciences for both industry and academic research. Based on revolutionary biosensor, microfluidics and software technologies, the Creoptix WAVEsystem provides exceptionally high sensitivity and resolution to study real-time biological interactions involving fragment, small molecules, peptides, membrane proteins, biologics and other molecules even in crude reaction mixtures and biofluids like undiluted serum and plasma. We embody, live and promote 6 corporate values in everything we do, they are: Courageously Innovative, Customer Centric, Resilient, Supportive and Collaborative, Committed, and Integrity.

If you would like to make an impact at a fast-growing startup with huge upside for professional growth, we encourage you to join us.

YOUR RESPONSIBILITIES WILL BE:

- Promote, position, and sell Creoptix's instrumentation, consumables, software, and services to target market audiences and achieve annual sales targets for the assigned region.
- Develop and implement a robust step by step sales plan to ensure achievement of sales objectives through both strategic and tactical activities.
- Work closely with the Commercial Team (Field Application Scientists, Sales and Marketing managers) to develop, maintain, and forecast a healthy pipeline of opportunities to meet sales forecasts.
- Actively prospect and generate leads to input into CRM and follow up on marketing generated leads on an agreed upon timing and strategy.
- Organize Demos - Seminars - Workshops in collaboration with Field Application Scientists to promote growth of Creoptix products in the desired markets
- Follow up on customer requests for additional information, quotes, or demos.
- Provide feedback on changes in the marketplace and any competitive Information.
- Develop promotional ideas and activities for the territory to assure profitable growth.
- Ensure accurate record keeping; documenting all sales related activities including sales calls, pertinent account and contact activities, and account profiles in the CRM
- Attend tradeshow and participate in marketing efforts as necessary.



- Employee may be asked, as far as reasonable, to temporarily fulfil other tasks in support of operational needs.
- Identify key decision makers for purchasing Creoptix systems, as well as identify funding sources, buying process, and key influencers within the assigned region and target markets.
- Represent the product line professionally and scientifically, bring key decision makers together and inspire a vision of what the Creoptix solutions potentially provide to their work.
- Will rely on extensive experience, customer networks and judgment to plan and accomplish sales goals for the assigned territory.
- Proactively manage the sales funnel to maximize the conversion rates from leads to purchase orders.
- Develop and maintain strong customer connections at various levels in the accounts and provide regular feedback on status of specific sales opportunities, the market and competition activities.

WHAT WE EXPECT

- Minimum Bachelors in life sciences required, Advanced degree and/or MBA a plus, and 5 years sales experience selling capital equipment (>\$200k+) preferred.
- Someone who has been in the trenches selling capital equipment into Biopharma, Biotech, Academia, and Government accounts, and gets what it takes to prospect, nurture, influence, and close complex sales opportunities involving multiple stakeholders.
- Preferably someone with label free biomolecular analysis know-how but not essential as long as you are coachable and love learning new technologies and sales processes and techniques.
- Proven track record of business development in competitive markets, and generating revenue and surpassing sales quotas.
- A pro-active "hunter" who is not afraid to get on the phone/email to prospect, generate interest, and progress an opportunity from lead to close.
- A leader and team-player who can initiate, lead, and influence discussions and negotiations with internal and external stakeholders.
- Someone with excellent interpersonal and persuasive communication skills, and able to convert highly technical information into digestible form to help customer easily understand how our technologies can improve their lives.
- Familiarity using CRM to accurately forecast sales opportunities and manage pipeline activities.
- Last but not least, a self-starter with integrity and is dependable - tells it like it is, and able to perform daily functions with minimal supervision.



WHAT WE OFFER

- Creoptix is a fast-growing startup steadily disrupting an industry that is experiencing exponential growth. This is a once-in-a-lifetime opportunity to get in on the ground level and make a lasting impact within a very lucrative region. And you will be joining a fun, vibrant, multinational, highly collaborative team that works hard (and smart) and plays hard also.
- In addition, Creoptix offers a comprehensive and competitive compensation package, commensurate with background and experience, which includes base, commissions, bonuses, car allowance and mileage, health benefits, 401k, and stock options.

Creoptix is committed to diversity and inclusion. We are dedicated in providing a safe and healthy working environment where employees succeed. We prohibit discrimination and harassment against staff and applicants and does not discriminate on the basis of race, color, nationality, ethnicity, sex, gender reassignment, sexual orientation, disability, religion, age or belief.

INTERESTED?

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Please send your resume to:

(only use above email please)

