

Job Specification

Title	Business Development Manager
Location	Gothenburg, Sweden
Department	Strategic Alliances Business Development - REGION
Reporting to	Director Strategic Alliances
Purpose of Position	<p>To bring Mentice hardware and software solutions to a broader market. You will be responsible for managing the regional sales and marketing activities of the OEM solutions with the goal to drive the go to market activities and help the customer identify and close the opportunities. You will be expected to truly understand the customer and position our solutions to be in line with our and the customers business model. To also support their internal/ external activities and inspire the different ranks within the Imaging/ Laerdal companies.</p> <p>The purpose is to be able to strategize messaging and successfully position solutions provided value; from the C-level all the way through the organization. You will be expected to work actively with the customers and install this mentality throughout their sales organizations.</p> <p>Position, establish and develop a main focus of: Supporting endovascular best practice, patient outcomes, increased procedural volumes, safe and rapid adoption of new methods and procedures. As a commercial strategy.</p> <p>Become a thought leader in the market, build substantial qualified knowledge of how healthcare can be improved through our solutions and have a huge opportunity to influence how the healthcare industry improves patient outcomes. Stand up and change the way people think.</p>
Main tasks and areas of responsibility	<p>Specification of main tasks and areas of responsibility -</p> <ul style="list-style-type: none"> • Focus on building senior (C Level) new business relationships, with the ability to have a clear business strategy • Network, develop and inspire partnerships within the OEM Customers, Medical societies, KOLs and your own 'goto people' • Be the in-house expert on all details for the OEM Customer activities • Continuously develop product strategy and support the marketing campaign content • Constantly update the team on market feedback and activities within the dedicated Teams channel • Work closely together with your local counterparts to discover, define and drive the market requirements for new product initiatives. Help drive the sales process through to closure and installation and utilisation. • Keep all sales, marketing activities and salesforce campaigns updated • Act as a source of information and expertise to the sales, service and development departments upon request • With the customer and in-house marketing, support the design and implementation of product launches for all online/offline channels • Identify lead generation opportunities and assist in providing content to in-house marketing for; marketing collateral such as whitepapers, data sheets, FAQ, feature/benefit sheets, case studies, blog articles and reference centres. • Coordinate with Marketing Communications regarding product marketing activities such as tradeshows, congresses, presales, society interactions, and user group meetings

	<ul style="list-style-type: none"> • Identify external lobbying firms and support the Product Group to develop strategies and drive adoption of regulatory guidelines within defined geographies • Work with Product Specialist to provide comprehensive training on the solutions both internally and externally, especially in conjunction with commercial releases • Complete competitive analysis and provide insights to marketing and sales teams. • Support the marketing development of standardized sales scripts, presentations, proposals. • Initiate, analyze and capture the product/ sales/ awareness/ performance metrics & ROI and able to present bi-yearly • Assist with tradeshows, company-sponsored events & promotions
Competence and requirement	<p>The following are required -</p> <ul style="list-style-type: none"> • A natural hunter/ challenger you will be an integral part of a small though global team • Able to communicate effectively with the customers and rest of the business to help facilitate your goals • Experience negotiating local and international deals will be beneficial • Sales, marketing, product management or project manager background with solid experience from CapEx solutions • At least 3-5 years experience of working with similar responsibilities, preferably in a technically oriented company and ideally from the medical device industry • Excellent written and spoken English plus 1 additional European language – Ability to have diverse language skills to be able to confidently take control of a discussion with senior and experienced counterparts is essential • Ability to travel up to 70%