

HEAD OF SALES OR SALES & MARKETING



We are seeking a Head of Sales or Sales & Marketing to design, build and lead a sales and distributor organization. This person will drive revenue and profitability growth and acceleration for the Company. This position reports to the President & CEO of the Company. The sales organization will report to the Head of Sales. This role offers a unique opportunity for personal and professional growth in a dynamic and innovative company. **Prefer on-site in Marlborough, MA with relocation package provided.**

Responsibilities:

- Achieve or exceed company sales goals by rapidly developing commercial strategies, a strong pipeline of opportunities, and a growing network of accounts across segments.
- Manage the activities of the commercial team, including Area Business Managers, product management, and digital project management personnel. Hire new commercial staff as needed. Develop revenue, territory, and compensation plans for the sales team.
- Align with Finance to build compelling and accurate sales forecasts, related tracking reports, and pricing strategies to maximize the Company's profits and market share. Using the CRM effectively, track and report on sales and marketing activities/forecasts.
- Serve as a member of the Executive Leadership Team, clearly communicating commercial objectives, challenges, solutions, and opportunities for cross-functional alignment.
- Work cross-functionally to optimize value propositions, target market segments, demand, differentiation, new development and positioning of Company products/services, revenue forecasts, commercialization strategies, branding, marketing collateral, the website, tradeshow representation, webinars, networking, competitor behavior, customer needs, a Key Opinion Leader (KOL) database, and global distributor network.
- Create and execute strategic and tactical sales and marketing programs, and harness AI/ML-based lead generation/qualification to accelerate new and existing customer sales.

Qualifications:

- A bachelor's degree in a relevant scientific field is required; an advanced degree or related equivalent experience is strongly preferred.
- At least eight years of sales, marketing, and business development experience with a comprehensive understanding and working knowledge of positioning and selling innovative products and/or services serving the pre-clinical research, drug discovery, and development market, with a strong track record for achieving or exceeding sales targets using a combination of strategic and tactical skills.
- Deep knowledge of the life science market, including established relationships at large, mid-size, and small pharmaceutical, biotech, and top-tier CRO companies and government or academic research and drug discovery laboratories, is essential.
- Practical knowledge of the commercial relevance of using biochemical and cell-based drug discovery assays for compound screening, lead identification, and optimization, including selectivity profiling and potency testing, and championing the role of enabling CRO services and/or catalog products, is preferred.
- A comprehensive understanding of the kinase assay biochemistry market, including vendors, products, services, and technologies in common use and the applications for characterizing reversible and irreversible kinase inhibitor drugs, is strongly desired.
- An excellent ability to develop global markets, including establishing distribution and KOL networks and leveraging strong marketing, negotiation, and sales skills and financial acumen to close deals/sales are essential.
- Exceptional sales and marketing leadership/management with a proven ability to recruit, motivate, mentor, train, and inspire an effective team. Includes leveraging strong analytical skills, sales forecasting, financial modeling, compensation plans, data analysis, creative and digital marketing, and using CRM software routinely and effectively.
- A positive, can-do attitude is essential. Honesty, integrity, determination, and curiosity are critical, with a commitment to learning and continuous improvement.
- Excellent written and verbal communication skills are essential, including effective and concise presentations on strategies and results, email, video conferencing, and in-person engagement.
- Must work productively with individuals with diverse backgrounds and capabilities within and outside the company, including designing, implementing, and refining processes that increase effectiveness/efficiency of execution to achieve goals.
- The ability to travel as needed for domestic and international work is essential.