

1. GENERAL JOB CONTENT AND GOAL OF THE JOB

The **Director of Business Development for Switzerland** will oversee the company's growth initiatives within the Swiss market, operating from our offices located in Lausanne. S/he will be responsible for driving revenue growth in Europe by developing the current Swiss client base, as well as locating and proposing new potential business deals by discovering and exploring partners and opportunities, next to setting up partnerships with local research institutions, and further developing the company's strategy together with the BioLizard management. As the first position located in Switzerland for BioLizard, this is an incredible opportunity to lead the expansion in the Swiss region and beyond.

- **Location:** Lausanne - Genève region
- **Terms:** Full-time, on-site in office at Biôpole

2. RESPONSIBILITIES AND TASKS

- Managing all aspects of the BioLizard sales in Switzerland, initially focusing on new account acquisition and at a later stage also including existing account management
- Actively developing leads at mainly biotech diagnostic and pharmaceutical companies as well as in research institutions
- Extending BioLizard's market share by developing a deep understanding of the (key) customers' needs and by internalizing the voice of the customer
- Facilitating customized solutions in close cooperation with BioLizard's scientific staff and providing superior after-sales service by giving professional follow up to customers
- Setting up strategic partnerships with (key) accounts in Switzerland, ensuring long lasting relationships and customer satisfaction
- Representing and promoting BioLizard's different platforms and generating qualified leads for each platform and (clinical trial) services
- Evaluate the possibilities for strategic alliances with other companies (divide and conquer, synergy)
- Following-up on running projects in consultation with both the scientific team and our customers
- Actively develop new key account leads
- Investing time in key accounts to understand their business and how BioLizard can add value in order to build a solid and long-term business partner relationship
- Supporting in developing BioLizard's business operations, e.g. service offering process optimization and customer portfolio
- Facilitating customized solutions/ idea generation in close cooperation with the communication/marketing manager, business development manager(s)/director in Belgium and the US, CEO and the experts ("Lizards"), as this is key in building solid relationships with key accounts
- Meeting regularly with the key account customers with a focus on forward planning and partnering in activities that are mutually beneficial to both parties
- Following up on email/social media campaigns according to the agreements made within the sales team
- Making proposals according to the guidelines. Stay in margin goals
- Negotiating and closing deals
- Being pro-active on potential complaints or conflicts with clients, reporting complaints and conflicts immediately according to the quality procedures
- Teamwork: interacting and coordinating with colleagues working on the same account in order to have one voice towards the customer
- Supporting in setting up a sales plan, reporting pro-actively and monthly on execution

- Showing active participation on social media and social media discussion forums in order to increase BioLizard visibility; to understand competition, funding mechanisms, and customer needs; and to establish new leads
- Representing BioLizard at national/ international congresses /conferences, trade fairs and workshops and clients' offices
- Visiting customers after proper qualification of needs and in agreement with CEO
- Acting as a scientific consultant: developing the right solution for the needs of the customer, keeping the scientific value of the company high
- Accurate and precise following up of 'sales report analysis file'
- Developing, assessing, and monitoring market value/ activities and research, including market- and competitive analysis and deal structuring, specifically for his/her region

3. EDUCATION AND EXPERIENCE

- Master's degree, ideally in a technical or business-related discipline
- 10+ years of experience in biotech industry in the role of marketing/sales/business development, at least 3 years in a managerial position
- Affinity with start-up atmosphere
- PhD degree is a nice-to-have
- Experience in selling highly scientific and technical portfolios in life sciences environment, preferably in the field of genomics/transcriptomics/proteomics services and/or bioinformatics and/or AI; data science
- Experience in developing commercial strategies
- Strong negotiation skills
- Experience in selling services
- Preclinical study and/or clinical trial knowledge is an asset
- Embedded in the local ecosystem is a must

4. COMMUNICATION AND SOCIAL SKILLS

- Eager to learn new technologies
- Good interpersonal skills combined with the ability to make an impact
- Self-starter, work independently
- Action oriented, strive to make a difference
- Acts fast and shows a clear drive
- Straightforward communication style
- Flexible and multi-tasking

5. REPORT LINE

Reporting line (n+1): CEO