



Marketing manager

Location: Ghent (Hybrid) - Full-time

Who are we?

At BioLizard, we think data and speak biology.

We partner with leading biotech, pharma, and diagnostics companies to deliver tailored, tech-enabled solutions in **bioinformatics**, **AI**, and **data strategy**. As an **AI-powered scientific strategy team**, we work hands-on with both early-stage biotechs and established pharmaceutical companies to accelerate **biomarker discovery**, **target identification**, **drug development planning**, and **specialized data management**.

Our approach is rooted in a **biology-first philosophy**, ensuring every insight is grounded in deep molecular understanding before being translated into data-driven strategies. This has made us a trusted partner in turning complex biological questions into actionable computational solutions.

One of our core focus areas is **biomarker discovery and development**. Biomarkers — objective indicators of biological states or responses — are critical to advancing precision medicine. Since our inception, BioLizard has specialized in uncovering causal relationships between molecular entities (e.g., genes) and disease or drug characteristics.

To better serve this need, we have formalized our services into the solution programs — an integrated service offering that brings together our scientific expertise, proven methodologies, and custom tools to support data based scientific insights.

To help us bring **Bio|Verse** and our broader computational biology services to a global audience, we are looking for a **marketing leader** with strong commercial instincts, a scientific mindset, and proven experience in digital product growth and brand building.

In this role, you will work cross-functionally with the **commercial team**, **scientific team leads**, and report directly to the **commercial director**. You'll play a pivotal role in building awareness, generating demand, supporting sales, and influencing both **upstream product development** and **downstream market adoption**.

Keywords

Customer at the core - seek and lead business opportunities - growth mindset - collaboration is key -international expansion

Job responsibilities

As marketing manager, you'll take end-to-end ownership of the solutions (tech enabled services) and the Bio|Verse platform — driving both upstream strategy (product definition, roadmap input, scientific alignment) and downstream execution (market activation, sales enablement, customer success).

You will:

- **Shape services direction:** Collaborate with scientific leads and engineering teams to guide platform and service development based on market trends, customer insights, and evolving use cases.
- **Drive marketing & branding:** Define the positioning, messaging, and brand identity for the **Bio|Verse enables services** and associated solution programs (e.g., Bio|Marker), ensuring scientific depth is translated into commercial impact.
- **Lead omni-channel marketing execution:** Plan and run integrated campaigns across web, content, social, events, and partnerships to build awareness and generate demand globally.
- **Own SEO & content strategy:** Drive SEO optimization, keyword strategy, and high-impact content creation (white papers, case studies, blog posts) to improve visibility, organic traffic, and inbound leads.
- **Optimize the lead pipeline:** Build and manage full-funnel marketing systems; improve lead quality, nurture conversion, and support the commercial team with tailored content, tools, and performance insights.
- **Be performance-driven:** Set KPIs, track metrics across acquisition and engagement, and iterate campaigns based on data to maximize ROI and learning.
- **Align cross-functional teams:** Act as the connective tissue between science, tech, and commercial units to ensure Bio|Verse's development and positioning are fully aligned with user needs and business goals.
- **Champion thought leadership & KOL engagement:** Work closely with scientific leads and key opinion leaders to elevate our services and Bio|Verse's presence in the computational biology space through strategic content, advocacy, and public engagement.

Job requirements

- 5+ years' experience in product marketing, product management, and preferably in commercial roles in life sciences, health tech, or B2B SaaS. It is about tech enabled services experience.
- A scientific background (e.g., bioinformatics, biotechnology, or related) and the ability to communicate value to technical and non-technical audiences.
- A strong commercial and marketing mindset — lead generation, conversion funnels, brand storytelling, and campaign performance are in your toolkit.
- Experience working across the full product lifecycle, from market discovery and feature definition to go-to-market and adoption.

- Proven ability to collaborate with diverse stakeholders, including scientists, engineers, commercial teams, and external thought leaders.
- Comfort leading strategic discussions and tactical execution — you're equally at home setting vision and rolling up your sleeves to make it happen

Why join?

- Lead the expansion of our tech enabled services (solutions) based on a unique platform in a field with real-world impact.
- Collaborate with a passionate, multidisciplinary team on meaningful challenges.
- Shape a global product brand from the ground up.
- Enjoy flexibility (hybrid) and connection (Ghent HQ).

Interested? Get in touch!

Please send your CV with a one-page motivation to jobs@lizard.bio.
Find out more information at www.lizard.bio.