

Manager of Business Development and Lead Generation

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Company: ValGenesis

Location: United Kingdom

Category: other-general

The Business Development team is critical to the success of the new logo sales organization and supports the company achieve its goals and objectives. They are responsible for identifying, nurturing, and developing customer opportunities into high-quality Sales Qualified Leads (SQLs). The overall goal is to generate a solid pipeline to support the targeted sales revenue growth targets and enhance ValGenesis's presence in the market.

The Manager of Business Development is responsible for leading, mentoring, and coaching a global team of Business Development Representatives for all activities associated with identifying and nurturing leads to contacts and for qualifying the leads which are passed onto the direct Sales team.

Hence, the Manager of Business Development is responsible for implementing the strategy and plan for building a continuous pipeline. The success criteria of Business Development are the number, value, and quality of the SQL generated.

Responsibilities:

Lead and manage a globally distributed team of Business Development Representatives to identify and nurture prospects with the aim of generating high-volume quality SQLs which are passed onto Sales. (Supervise and direct the day-to-day operations of the BDR team to motivate them to achieve set targets and goals

Monitor market trends and analyze existing approaches to sales business development and recommend changes as may be required to develop and implement a Sales Development Strategy and Plan globally to support target revenue growth. Participate

in generating interest-generating messaging for digital campaigns, for effective conversations at events, and to direct lead-generation activity conducted by phone or email.

Hire and onboard future Business Development Representatives to ensure an effective workforce in partnership with the People Operations Team (HR)

Ensure that Business Development representatives are trained and up to date with ValGenesis offerings, products, and the Life Science industry in general.

Coach team on tactics of lead qualification and outbound communication including but not limited to script writing, email cadence, unique localization opportunities, etc.

Actively manage and communicate the performance of individual team members on a monthly basis and hold them accountable to established targets.

Participate with Sales Operations in reviewing reports and analytics about team and individual performance.

On a regular cadence, collaborate with Marketing and Sales to ensure that the pipeline-building targets for this team are in alignment with the company bookings targets by product.

Meet or exceed KPIs (Key Performance Indicators) including, generating the required number of SQLs per month by BDR.

Assist with the assignment of BDRs and for BDR Manager attendance in key conferences or meetings in the Technology & Life Sciences sector (10-20% travel)

Requirements

5 to 10 years experience working within the Life Science (Pharmaceutical, Medical Device, Biotechnology) industry in a business development or sales capacity directed to quality management and/or validation or direct experience in working within validation.

3 to 5 years of management experience in a business development or sales capacity - experience hiring, coaching, training, and mentoring BDRs across both inbound and

outbound channels, with a preference toward cold outbound outreach

Strong knowledge and understanding of the Life Science Industry – particularly in the area of validation

Strong leadership, management, and mentoring/coaching skills combined with excellent presentation and communication skills

Ability to guide global BDR team on effectively communicating on Validation, Value Proposition, and ValGenesis Product Offerings to external prospects and nurturing prospects effectively to sales handoff

Comfort with a blended base-plus-commission salary and a vision and passion to driving a BDR team forward to attaining set targets to support the company's long-term goals.

Experience with implementing and assessing analytics to make metrics-based decisions and interpretations on continuously improving the global BDR function

Proven track record of defining and closing business relationships.

Strong strategic thinking, negotiation, and leadership skills.

Self-motivated and results-oriented.

Ability to work independently and as part of a team.

Previous experience in selling products or services is a must.

We're on a Mission

In 2005, we disrupted the life sciences industry by introducing the world's first digital validation lifecycle management system. ValGenesis VLMS® revolutionized compliance-based corporate validation activities and has remained the industry standard.

Today, we continue to push the boundaries of innovation — enhancing and expanding our portfolio beyond validation with an end-to-end digital transformation platform. We combine our purpose-built systems with world-class consulting services to help every facet of GxP meet evolving regulations and quality expectations.

The Team You'll Join

Our customers' success is our success. We keep the customer experience centered in our decisions, from product to marketing to sales to services to support. Life sciences companies exist to improve humanity's quality of life, and we honor that mission.

We work together. We communicate openly, support each other without reservation, and never hesitate to wear multiple hats to get the job done.

We think big. Innovation is the heart of ValGenesis. That spirit drives product development as well as personal growth. We never stop aiming upward.

We're in it to win it. We're on a path to becoming the number one intelligent validation platform in the market, and we won't settle for anything less than being a market leader.

How We Work

ValGenesis is an equal-opportunity employer that makes employment decisions on the basis of merit. Our goal is to have the best-qualified people in every job. All qualified applicants will receive consideration for employment without regard to race, religion, sex, sexual orientation, gender identity, national origin, disability, or any other characteristics protected by local law.

Benefits

Base Salary + Lead Generation Bonus

Lead Generation Bonus: will be determined as part of the compensation plan with a focus on overall pipeline development or accepted SQLs in the pipeline.

Benefits, PTO (Vacation), Company observed Holidays

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