



## **JOB DESCRIPTION**

**Job Title:** Business Development – Clinical Research

**Geographies:** EMEA & APAC

**Revision:** 003-008-2017

**Department:** Sales and Marketing

**Location:** UK

### **Summary:**

*Equivital is a wearable technology company that provides IoT solutions for professional welfare and clinical research markets. Our vision is 'to save lives through the application of mobile human data'.*

*This is an opportunity to join a fast-paced and knowledgeable business development team. The team of 5 is responsible for all the sales and account management at Equivital. You will be leading the end to end engagement with customers for the Clinical research part of the business.*

### **Role Summary**

This key role will be to raise awareness, educate and sell Equivital TnR (Training and Research) hardware and software products to the clinical research market. This includes academic and institutional research partners, exercise and sports professionals, clinical research organisations, pharmaceutical companies, and other relevant potential users.

You will be in complete control of your sales funnel, by engaging with prospective partners via multiple channels, meeting decision-makers, demonstrating products (in person and remotely) and closing sales.

### **Responsibilities**

#### **New Customers**

- Engaging with new potential users to educate them on product benefits relevant to their application
- Identifying new market opportunities, Creating sales pitches, Lead generation Management of your pipeline and closing sales
- Generating quotations and liaising with cross functional team for support as necessary
- Market/competitor analysis
- Keep CRM system up to date and produce analytics as necessary

### Existing Customers

- Regular contact with existing customers to anticipate requirements, problems and provide support as necessary
- Create quotes and update customers with new product information
- Account management where necessary
- Keep CRM system up to date and produce analytics as necessary

### Minimum Qualifications/Experience

- Proven experience in a similar role
- Degree qualified in a relevant technical field (scientific or engineering) or equivalent practical experience

### Desirable Experience

- Knowledge of wearable technology, clinical products or selling into relevant customer base