

## Sales Manager North America

May 19, 2016

### JOB DESCRIPTION

The Sales Manager North America is responsible for driving the sales and profitability of Creoptix' product range in North America (US & Canada). He is focused on increasing revenue by generating sales from new and existing customers on working with product marketing to identify new opportunities and threats, to create awareness and to represent the company at relevant industry events.

The position reports to Matyas Vegh, CEO.

Creoptix is an equal opportunity employer and will provide customary benefits to the successful candidate.

### Essential Responsibilities:

Accountable to achieve orders and sales as per target for Creoptix' products in the assigned territory (US & Canada).

Promote customer satisfaction by providing quotes, service information, answering inquiries, investigating complaints, managing orders and taking immediate appropriate action, and providing after-sales support utilizing all available resources.

Forecast sales and orders and maintain customer database

Create business plans for the assigned territory including but not limited to opportunity development, competitive strategies and targets

Build strong business relationships and formulate account strategies and plans for the product range to continuously strengthen relationships within the assigned territory.

Identify & respond to key account technical and departmental decision makers' needs. Continuously develop a network of key decision makers within the assigned territory.

Track and communicate market trends to/from the field including competitor data, and develop and lead towards a sustainable competitive advantage.

Maintain up to date detailed knowledge of competitors' products and services. Be able to present and discuss the Company's technology and benefits in terms which are relevant to customers.

Drive and initiate development of new business opportunities working with the Company's management

Continuously update and improve the Company's understanding and knowledge regarding the customer's changing operational issues and challenges and the sales process.



Execute successful product demonstrations, seminars, workshops and promotional activities, such as conferences and tradeshow.

Interact with Application Scientists to coordinate technical presentations, Proof-of-Principle demonstrations, training etc.

## **QUALIFICATIONS & REQUIREMENTS**

### **Requirements:**

BS degree in Biology, Chemistry, Biochemistry, or Chemical Engineering and/or BS/BA with relevant experience in Life Sciences.

Sales Experience: 3-5 years commercial performance that exceeded plan, including but not limited to sales, marketing, technical support, field applications support.

Demonstrated success in selling biotechnical capital equipment to end customers

Excellent communication skills, as evidenced by experience in giving technical seminars and product demonstrations

Demonstrated success making relevant contacts at major biotechnology/pharmaceutical accounts

Computer Literacy: Microsoft Office/Outlook

Willingness to work out of a home office

Self motivated and well organized, team player

### **Additional Requirements:**

This is a home office based sales position and as such the candidate must reside within the territory, preferably in the local Boston area.

This position requires covering the entire North America (US & Canada). The majority of the time will be spent in the field with about 50-60% overnight travel required.

### **Desired Characteristics**

Experience in selling or laboratory work involving molecular interactions or biophysical techniques

**For inquiries and to send your resume, please contact Matyas Vegh, CEO: [mvegh@creoptix.com](mailto:mvegh@creoptix.com)**