

Business Development Manager Germany

Job Description & Profile

The company

LindaCare is a Belgium-based digital health scale-up company specialized in the development of integrated remote monitoring software solutions for chronic disease management.

The initial focus of LindaCare are patients with chronic heart failure (CHF) and cardiac arrhythmia, equipped with Cardiac Implanted Electronic Devices (CIED) for Cardiac Rhythm Management (CRM). LindaCare's **OnePulse™** unified vendor independent web platform addresses the daily pain of cardiologists and nurses who have to manage hybrid remote monitoring solutions from different implant vendors, and makes patient remote monitoring significantly more efficient.

The solution will subsequently be extended to other chronic disease domains integrating a wide range of tele-monitored medical devices.

After an exciting first full year of operations in 2016 and already a lot of great successes internationally, LindaCare is growing in Europe and in the USA. In order to accelerate its market penetration in Germany, LindaCare is recruiting a Business Development Manager.

Your role

You will be the one expanding the LindaCare business in Germany. You will launch, develop and manage the sales of the **OnePulse™** remote monitoring web platform within your region. In 2017, you are expected to evangelize and develop your sales area, sign contracts with KOLs (Key Opinion Leaders) in order to achieve and exceed revenue forecasts, and build solid sales funnel for strong growth in the years after.

You report directly to the Chief Commercial Officer. Your key objectives are to build the market and generate revenue growth while positioning LindaCare as a market leader and standard of reference in Cardiac Rhythm Management Integrated Telemonitoring Solution (ITMS).

Your responsibilities

- ✓ **Build a business plan in the region** that creates short and long term success for the business development of the **OnePulse™** solution in the region;
- ✓ **Execute sales** and manage customers accounts to achieve the business plan revenue forecasts: build customer target list and translate it into sales funnel, keep up-to-date sales funnel for bi-weekly sales calls or meetings, attend and prepare quarterly geography funnel reviews, visit prospects, demonstrate the product, negotiate and close deals;
- ✓ **Create strong partnerships** and collaborations with the device vendors and other identified partners in the region in the region;
- ✓ **Actively participate in the MarCom activities & events** in your region : evaluate and propose key local or int'l marketing activities that should be integrated in the Corporate Marketing Plan to accelerate revenue generation in the area, participate to national and international events where your presence is needed;

- ✓ **Constantly improve market intelligence by gathering and reporting information** from physicians, nurses, and other stakeholders (e.g. CIO, General manager, Purchasing department,..);
- ✓ **Develop Industry knowledge**, including regulatory aspects (ie. Reimbursement policies & local legal constrains), and competition monitoring.

Your profile

- ✓ You hold a Master degree in a healthcare related study completed with a business study or experience, or a Master in business with a strong interest or experience in the healthcare service industry;
- ✓ On top of German, you are fluent in English. Having other language skills is a plus;
- ✓ You have a strong experience with an outstanding track-record in complex/long sales cycles with hospitals and in market business development, gained in the MedTech industry at national or international level, preferably :
 - more in the software than in the device business;
 - in the cardiology/Cardiac Rhythm Management (CRM) sector. Having worked for one of the top 5 CRM/CIED players with a sound local medical network in the sector is seen as a key asset.
- ✓ You have an entrepreneurial flair with a hands-on and results-oriented mindset to grow this fast growing tele-monitoring business;
- ✓ You are a born organizer; you combine your love to work independently with structured reporting;
- ✓ You are a good communicator and presenter to liaise easily with Key Opinion Leaders and customers;
- ✓ You can underpin your messages with scientific and economic data;
- ✓ You hold or are prepared to gain knowledge of local legislation and local remote monitoring market;
- ✓ You like to travel intensively.

What does LindaCare offer?

LindaCare offers, on top of a **complete compensation package** including **stock options**, an **exciting and challenging work environment** where trust, recognition, ambition, freedom and joy are key values.

Considering the fast growth of the company, LindaCare also offers **attractive career evolution perspectives**, both in terms of **role within the company** and **job content**. At LindaCare, we believe that flexibility in working hours and location are key for a good work-life balance.

Interested to join our team?

If you think you are the one who can succeed the challenge of starting off and grow the business in Germany, please send your cover letter and resume through this link :

<http://www.teamexpander.com/public/lindacare/business-development-manager-germany>