

## Business Development Associate (m/f/d) Minneapolis / remote US

### About MLM Medical Labs

MLM Medical Labs is a leading specialty and central laboratory with comprehensive research services and laboratory capabilities in Europe and North America. Offering standard and fully customizable analytical and logistics services across a variety of therapeutic areas, we add value at every stage of the drug development process, from nonclinical and preclinical through phase IV clinical trials.

The international team of over 150 highly skilled and experienced persons supports 300+ studies, at any given time. With our labs located in Minneapolis MN, Memphis TN, USA and Mönchengladbach, Germany we work on intercontinental projects.

### The position

We are looking for a **Business Development Associate (full time)** to work in our office in Minneapolis, or remote in the US.

As a part of the Global Business Development team for Clinical Trials, the Business Development Associate (BDA) supports new business development for our Histology, preclinical section and central labs. Partnering with the Global Business Development team and Marketing, the BDA creates awareness in key markets, develops and implements effective sales campaigns to convert qualified leads for the BD team.

### Your responsibilities

- **Lead Generation & Inside Sales:** Manage the lead generation funnel to support the annual sales targets for MLM Medical Labs services. Develop and implement effective sales campaigns to move prospective clients from attention to action for each territory/region they support. Target prospective clients who included but are not limited to biotechnology, pharmaceutical and clinical research organizations; points of contact range from clinical operations/management, vendor management, outsourcing, etc.
- **Lead Qualification:** Qualify prospective clients in accordance with sales process, determining project timeframe, key contacts and funding sources. Convert qualified leads into meetings to achieve monthly/annual Key Performance Indicators (KPIs); provide warm hand-off of qualified leads to Business Development Directors for capability presentations and/or request for proposals.
- **Marketing Support:** Partner with GBD team and marketing to implement marketing campaigns to drive potential customers into the lead generation funnel; support other marketing related activities as required. Partner with GBD team and marketing to develop and execute pre/post trade show/event campaigns to drive activities and maximize return on investment.
- **Data & Reporting.** Leverage lead generation tools such as our Client Relationship Management (Hubspot) system, industry leading tools such as GlobalData, Biopharma Insight, Sales Navigator, LinkedIn, publications and other relevant sources. Maintain timely client management documentation in Hubspot, provide

required reports on sales activities, achievements, key issues and strategies on a regular basis. Participate with Clinical Trials Sales Analysis in developing sales and forecasting models, metrics, and processes for measuring sales pipeline performance.

- Support proposal development for MLM services

### Required qualifications

- Bachelor's Degree; minimum of 2-3 years in clinical trials, laboratory, project management, or sales/marketing support.
- Experience or affinity with laboratory testing and clinical research.
- Excellent written and verbal communication and organizational skills.
- Proactive and self-motivated, able to work independently with minimal supervision while remaining team oriented.
- Ability to adjust to changing priorities to meet timelines.
- Excellent business acumen.

### Bonus qualifications

- Knowledge of requirements of laboratory tests
- Experience with histology and preclinical techniques
- Understanding of drug development process
- Proposal writing
- Proficiency in Excel and CRM systems.