

## Sales and Marketing Specialist (France)

Active Motif, Inc. is a privately held biotechnology company that develops, manufactures and supplies innovative cell & molecular biology-based reagents, kits and services that help researchers elucidate the function, regulation and interactions of epigenetic and nuclear processes. We aspire to provide customers with high-quality products, complemented by superior service and support.

We are seeking a highly motivated and talented individual to join our team as a Sales and Marketing Specialist. The candidate will work from home, which should be in the Lyon area in order to facilitate interactions with the supervisor.

The position involves a combination of inside sales, distributor management and marketing support. The inside sales component (+50%) includes new customer identification, account development, lead qualification and selling Active Motif's products and services.

The other component of this role is the support and development of our distributor network to drive revenue growth of our products and services.

The person in this position will interact closely with the different members of the European Team as well as the Marketing department in the US. This person must be team oriented, flexible, and able to work with a high level of autonomy.

### Responsibilities

- **Key account manager support:** Contacting customers, making web-based presentations
- **Distributor support:** Providing appropriate sales and marketing support
- **Organizing Scientific seminars** at key accounts
- **Account Development:** Contacting past customers who no longer purchase and existing customers to educate and gauge interest in ancillary products
- **Prospecting:** Identify new customers by performing web searches, reviewing scientific papers, sending emails and coordinating surveys and market research
- **Lead Qualification:** Follow up on conference leads, web inquiries and in bound sales calls. This involves educating customers and qualifying potential new accounts
- **Database Management:** Work within multiple product and customer information databases to maintain customer interaction history and monitor product performance
- **Management of European Events:** Industry conferences, seminars, *etc.*
- **Present periodic reports** and accountability on the inside sales activities
- **Develop targeted campaigns** to increase revenues in non-direct territories

### Skills / Knowledge

- Master's or higher degree in Biological Sciences
- Fluent in English (an additional language is a plus)
- Minimum of 3 years of sales / marketing experience in the Life Sciences Industry. (Epigenetic and sequencing field is a plus).

- Excellent verbal and written communication skills.
- Must be able to work well independently and as part of a team
- Excellent time management and organizational skills
- Competency with a CRM system (e.g. Salesforce) is preferable
- Knowledge of epigenetics and ChIP-Seq is an advantage

**Other**

- The hired employee will work from their own home (Lyon area preferred), and there will be periodic travel.

If you meet the above requirements and are interested in a career with Active Motif, please submit a cover letter and resume outlining your qualifications and experience to: [eurotech@activemotif.com](mailto:eurotech@activemotif.com), referencing “Sales and Marketing Specialist 2019” in the Subject line.

Active Motif is an equal opportunity employer and promotes diversity throughout its workforce. Active Motif is headquartered in Carlsbad, California, and has additional offices in Belgium, Japan and China.

We thank all applicants, however, only those selected for interviews will be contacted.