

Position Title: Inside Sales Representative, Europe
Classification: Exempt
Reports To: General Manager of Europe

Who is Active Motif?

Active Motif is the industry leader in developing and delivering innovative tools to enable epigenetics and gene regulation research. We are committed to providing the highest quality products and superior service & support to serve the life science, clinical and pharmaceutical/drug discovery communities. Whether you are an expert in the field of epigenetics, or a researcher interested in integrating epigenetics research into your studies, Active Motif offers a comprehensive portfolio of epigenetics-related products and services and the support of our team of epigenetic experts to provide complete and innovative solutions to tackle your scientific inquiries.

What's the job all about?

Active Motif is currently recruiting highly motivated and talented candidates for an **Inside Sales Representative** to join our team.

Reporting to the General Manager of Europe, this is a hybrid-based (office/home office) position that involves a combination of Inside Sales and Marketing Support.

As main responsibilities, the successful candidate will find, qualify, and develop new sales opportunities. This includes new customer identification, account development, lead qualification and selling Active Motif's products, services, and equipment. This requires close collaborations with internal teams (Sales, Marketing and Technical) to meet and exceed sales targets for a specific territory or/and a specific line of businesses (products, services, and equipment).

The other components of the function include assisting with sales funnel management, marketing communications, and CRM administrative tasks.

This person will be team oriented, flexible with the expectation of being able work with a high level of autonomy.

Responsibilities/Duties/Functions/Tasks

- **Prospecting:** Identify new customers by utilizing a variety of prospecting tools.
- **Develop Targeted Campaigns** to increase revenues in direct and non-direct territories.
- **Nurturing Targeted Accounts:** Gauge customer interest in ancillary products.
- **Lead Qualification:** Follow up and qualify potential new accounts.
- **Database Management:** Work within multiple products and customer information databases.
- **Developing a strong knowledge of the market** for a more competitive and strategic advantage.
- **Develop and maintain account action plans** to ensure and monitor customer activity
- **Track and report on key initiatives and activities to managers.**
- **Key Account Manager support-** contacting customers, web-based presentations.
- **Assist in the coordination of European events:** Conferences, Seminars etc...
- **Assist in Organizing Scientific Seminars** and Promotion of Digital Events.

What can you offer?

Qualifications / Requirements

- Master's or higher degree in Biological Sciences preferred.
- Minimum of 3 years of sales/marketing experience in Life Science Industry. (Epigenetic and sequencing field is a plus).
- Selling skills, ability to manage the complete sales circle.
- Skilled ability to engage people remotely.
- 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 preferred.
- Knowledge of epigenetics, and ChIP-seq is a plus.

Language Skills Required

- English: Fluent English is mandatory.
- An additional language is a plus.

Location

- Hybrid-based (office / home office) – Lyon, France.

What Active Motif can offer?

Become a valued team member for a dynamic and growing biotech company, participate in an Incentive Plan, Local Benefits.