WHO WE ARE

Cerba Research provides the highest quality specialized laboratory and diagnostic solutions while leveraging patient data and scientific insight to shape and advance clinical trials. With our global footprint and access to leading regional labs, data, patients, technology, and partnered resources, we support global biotech, pharma, and IVD organizations to improve the lives of patients around the world.

From the translation of preclinical to clinical, through commercialization, our expert scientists collaborate with you to optimize your therapeutic development and obtain critical insights earlier. We help accelerate your therapies through the development of highly specialized custom assays, deep biomarker expertise, and a passion for scientific innovation across complex therapeutic areas. Our global network of leading, specialty laboratories ensures you have access to quality data and can reach your patients. Together, we’ll improve patients’ lives around the globe.

WHO YOU ARE

We are looking for a Business Development Associate to leverage the internal and external new business potential through inbound and outbound sales programs including responding to inbound enquiries, outbound calling, lead nurturing, field events, internal network building, social media campaigns and all other activities that lead to opening sales opportunities.

RESPONSIBILITIES

- Lead generation; Identify and qualify new prospects, prioritize, and reach out to new potential clients, tracking qualified market contacts
- Support event preparation; working closely with BD and Marketing tram on prospecting and qualifying attendees
- Document all customer contact and information
- Effectively transfer accounts and client information to BD Directors by tracking marketing channels
- Compose periodic sales reports from SalesForce and submit the reports to BD Directors
- Maintain centralized Business Development database (sales collateral, meeting notes and presentations, conference tracker)
CRM maintenance and tracking; Using our CRM tool (SalesForce) you will manage external/internal communication and pro-actively track the activities as required:
  o Work closely with BD team on SalesForce update and cleaning data on companies, contacts and history
  o Responsible for Opportunity Management for accurate pipeline forecasting; creating opportunity records, update records based on internal/external feedback on timely manner, creating quotes, closing opportunities, creating accounts.
  o Preparing monthly reports on open opportunities for the assigned accounts

Perform the processing, commercial and administrative follow-up of customer requests in collaboration with commercial team members

Collaborate closely with the BD and Marketing team to assist with lead & demand generation and improve our offering, based on feedback from the BD team

Share success with the rest of the BD team to improve our collective performance

REQUIREMENTS

Interest in central laboratory services and providing support to pharmaceutical and biotechnology companies

Master or bachelor’s degree in Life Science or Business or Marketing

Focused on customer satisfaction with strong relationship building skills, creative problem-solving and strong verbal and written communication skills

Strong ability to carry out tasks and often several duties simultaneously with very little supervision or independently, good organisation skills, being efficient, fast and pro-active

Enjoy working independently and in a multi-functional team

Fluency in English (written and spoken); other languages are an asset

CONTACT

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