



**Company:** Vizgen  
**Title:** Business Development Manager  
**Location:** Cambridge, MA

### **About Vizgen:**

Vizgen is a rapidly growing company developing the next generation of spatially resolved genomic profiling tools that enable researchers to gain new insight into the biological systems that underlie human health and disease. The company's groundbreaking MERFISH spatial transcriptomics technology images RNA molecules with high accuracy and unrivaled detection efficiency at subcellular resolution. MERFISH provides transformative insight into a wide range of tissue-scale basic research and translational medicine in oncology, immunology, neuroscience, infectious disease, developmental biology, and regenerative medicine. For more information, go to [www.vizgen.com](http://www.vizgen.com)

### **Summary:**

Working closely with the company's senior leadership team, the Business Development Manager will help define the market development strategy for Vizgen in preparation for the company's first product launch. The role will primarily focus on market segmentation, customer targeting, and developing leads and relationships with new customers. As the company gets closer to commercial launch, the role will also focus on closing sales opportunities. We are looking for a passionate, team-oriented person, that has a deep understanding of the life sciences tools market and customer behaviors and enjoys working in an energetic and entrepreneurial environment.

### **Key Responsibilities:**

- Communicate and update senior leadership on commercial activities and progress
- Identify key markets and customers to support the broader go-to-market strategy
- Provide market analysis to help size the available market
- Prioritize important application areas and establish the appropriate KOL network
- Work closely with internal team members such as R&D, Applications, and Marketing to align on commercial activities
- Understand and champion the product value proposition to internal and external stakeholders
- Identify customer needs and gaps in the product offering to support development of company's product roadmap
- Manage and maintain customer accounts and relationships
- Prospect for new leads and opportunities for collaboration and commercial sale of the product
- Transact deals with customers for Vizgen products and services
- Generate and support sales forecasting on a monthly basis
- Support development of processes from lead generation to quoting to closing opportunities
- Support buildout and implementation of key sales infrastructure such as CRM platform



**Requirements and Qualifications:**

- 6+ years in Business Development role for Life Science research companies or similar customer facing functions such as Sales, Applications, and Marketing.
- Specific experience and knowledge in selling Life Science research tools, including capital equipment, reagents, and software, targeted toward Academic and BioPharma customers
- Direct experience within the last 2 years and market expertise in spatial genomics, sequencing, single-cell analysis, digital pathology, RNA-ISH, or related areas is required
- Existing relationships and strong customer network in the genomics research space with academic, biopharma, and government entities
- Bachelor's degree in business or science related fields
- Enthusiastic and passionate product champion
- Strong scientific and technical understanding of the product platform
- Able to work unpredictable hours and travel when needed
- Excellent communication and presentation skills, including building customer presentation slide decks
- Enjoys working in entrepreneurial but collaborative team-oriented environment
- Creative, self-starter, highly organized, and able to flourish in a dynamic small company environment
- Skilled in the use of communication platform tools including CRM, PowerPoint, Excel, Word, and other relevant software applications

**To apply for this job please send a copy of your resume with job title in the subject line to:**

[jobs@vizgen.com](mailto:jobs@vizgen.com)