

## Business Development Manager

Health Loyalty is a leading provider of software to drive sales and marketing in the life science industry. Exclusively serving this industry for the last 40 years, our software-as-a-service (SaaS) platforms are ranked among the leading software applications used by pharmaceutical, medical device, and healthcare marketers. With completed projects throughout North America and Europe, and with offices in Miami, Toronto, and Montréal, we count virtually all the industry's top 100 companies as clients.

To help us continue our growth, we are currently searching for a talented and experienced life science sales and marketing professional to join our team as a Business Development Manager.

### Job description:

Working in a permanent hybrid (remote/in-office) format, and reporting to our Vice-President of Sales and Marketing, our new Business Development Manager will become the face of our global growth efforts. Their primary focus will be to identify and execute on growth opportunities within the life science marketplace and help us achieve our ongoing sales objectives. In addition, however, they will also be “at the table”, helping us develop our long-term corporate objectives, and working with us to design the marketing plans to get us there.

### Responsibilities:

- Identify potential customers for our SaaS platforms
- Deliver capability presentations to potential customers
- Coordinate software demonstration
- Prepare corporate responses to Requests for Proposals (RFPs)
- Prepare proposals and follow them through to their successful conclusion
- Working closely with our executive team to develop our long-term corporate objectives
- Working closely with our Vice-President of Sales and Marketing to develop the marketing plans, strategies, and tactics required to meet our objectives

### Education requirement:

- Bachelor's Degree in either Business or Science

### Skills requirement:

- You should possess a good understanding of the challenges related to life science marketing.

- Ideally, you should have 2 or more years of sales and/or marketing experience within the pharmaceutical, medical device, or consumer healthcare area.
- You should possess a good understanding of the sales and marketing of SaaS products, preferably those with life science applications.
- Ideally, you should have 2 or more years of experience in the sales of B2B SaaS platforms.
- You should be well organized, analytical, persuasive, and diligent in achieving our corporate objectives.
- You should have a creative and entrepreneurial spirit.
- You should demonstrate keen attention to detail and the ability to multi-task.
- You should have strong interpersonal and persuasion skills.

Here is what we offer for the right candidate:

- A competitive salary
- An exciting commission/bonus program
- A comprehensive benefits package including medical; dental; life insurance; and long-term disability insurance
- A Group RRSP program
- A permanent remote work/office work hybrid model
- A stimulating and challenging work environment
- Significant opportunities for career development
- A close-knit corporate culture that values inclusion, teamwork, and dedication

We are an equal opportunity employer that welcomes applicants from diverse backgrounds and with non-traditional qualifications. Our goal is to provide our team with both an enriching work environment and a good life-work balance.

We also welcome and encourage applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

If you believe that you could thrive in our environment and are interested in pursuing this opportunity with our firm, please email your résumé in complete confidence to [careers@healthloyalty.com](mailto:careers@healthloyalty.com)