

Interested Parties should contact:  
Keith Ryan [kryan@geneousbiomedical.com](mailto:kryan@geneousbiomedical.com)  
508 359 4120



## **Vice President Business Development**

**Cambridge, MA**

The Vice President Business of Development (VP BD) serves as a key member of the senior leadership team. The VP BD reports directly to the Chief Executive Officer. The VP BD is responsible for driving the development and implementation of the company strategy based on key perspectives of the business, its customers and customer segments, the future, and the competitors. The VP BD is accountable for meeting the company's annual sales targets.

### **Duties and responsibilities**

- Generates multi-stakeholder market insights from close collaboration with customers and partners. Partners with senior leadership team in translating market insights to company strategy. Partners with CTO to align market strategy and product strategy / roadmap.
- Maintains longer term market strategy, coupled to shorter term business development objectives and sales targets.
- Drives acquisition of new sales prospects, expanding the breadth of the overall sales pipeline.
- Implements and institutionalizes process to accelerate sales velocity, reducing customer acquisition timelines.
- Builds sales and marketing teams to meet targets for number, volume, velocity, and conversion rates of sales.
- Leads development of strong partnerships with key customers and partners. Follows-up on all partnership activity including the tracking, documentation and status reporting of all collaborations along the business development pipeline. Interacts with existing corporate contacts, facilitates communication, keeps tracks of milestones and identifies scope for enhancing these relationships.

Interested Parties should contact:  
Keith Ryan [kryan@geneousbiomedical.com](mailto:kryan@geneousbiomedical.com)  
508 359 4120



- Identify early market opportunities and market threats, e.g. through partnerships with thought leaders in academia. Identifies opportunities for new strategic partnerships, joint ventures and alliances.
- Oversees the plan and execution of a comprehensive marketing strategy including responsibility for the preparation of presentation and marketing materials for professional meetings, seminars and conferences.
- Marketing and Sales directors will report to VP BD