

Business Development Manager - Nordics

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Company: Align Technology

Location: Denmark

Category: other-general

About this opportunity

Do you want to join an international team in the Nordics within an innovative fast-paced medical device company? Grab your chance and make good use of your business develop skills and passion for content and communication! As a Business Development Manager (BDM) for large accounts/Dental Service Organisations (DSOs), you will report to the General Manager and work closely with the Sales and Marketing Organisations across all channels both locally and across Europe. You will do this through Collaboration, Practice Development, Key Account Management, and Service initiatives. You will be responsible for increasing market opportunities beyond Align's existing customer base to maximize market penetration and market share in line with our strategic objectives. As BDM you will identify opportunities for new business/ develop existing programs and create commercial proposals and plans. You will gain engagement from the wider team as required to successfully implement and drive the execution. Frequent traveling in the assigned region is expected (average 3 days a week). In this role, you will... Be responsible for Dental Special Organizations (DSO) business, tender and large account management, from exploring, to closing deals and ensuring growth, following EMEA guidelines. Achieve revenue and strategic goals. Play an essential part in achieving the company's business objectives, , by directly (and indirectly) driving sales growth and improving overall profitability Develop and implement key programs to address specific sales growth strategies and goals, specifically around the areas of Practice Development, Key Account Management, Tender Management and Services. These programs may be designed to appeal to specific customer segments or provide broad-

based tools for channel-wide growth. Programs will often involve working cross-functionally to ensure internal buy-in and implementation success. Work closely with the EMEA Tender Manager on a Nordic tender strategy. Generate long term relationships with senior DSO group management while understanding and executing the agreed action plans with practices and doctors. Have a strong working relationships with Sales, Marketing, Tender Management and Clinical Education departments, working cross-functionally to ensure internal project implementation success and drive results both individually and through others. Lead the definition and implementation efforts of Align's Practice Development Program, designed to support our customers in the management of their dental centers, both from a marketing and organizational perspective. This also includes defining appropriate support materials and training programs for the sales team, as well as working in close collaboration with customers. Lead the definition and implementation plans for effective, market-leading key account management and definition of value-add services for customers. You will work closely with operations to adapt/develop our systems of information the specific reporting and billing requirements of clients. Be directly involved in sales calls with key customers and define the strategy to grow those customers. Design effective processes to enhance our finance, operations and business metrics to provide solid business support. Maintain high level conversations with group and industry's stakeholders. Achieve a strong understanding of the IOS and Aligner market and to up to date with on trends via analysis of business data, market research, industry publications and attending industry events. Forecast the business return of projects. Establish Key Success metrics and methods to measure progress and track ROI. In this role, you'll need ... +7 years work experience in relevant roles within sales and/or marketing management of healthcare related technology products. Work experience in a medical device business (dental experience preferred). Experience of high level negotiations. Experience of opportunity management. Project management experience with cross-functional teams in a matrix environment. BS/BA required, preferably in healthcare, technology or business-related field. MBA is considered a plus. The ideal candidate possesses strong interpersonal, listening and communication skills, plus creativity to accomplish delivery of product in timely manner. You naturally strive for the best performance and you have the willingness to learn. Additionally you are a good team player, dynamic, optimistic, accurate, result oriented, hardworking and creative. A holistic approach to all business lines Fluent English Willing to travel up to 60%

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