



THE MARKETECH GROUP

The MarkeTech Group, SARL

3 rue Emile Péhant

44 000 Nantes France

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themarketechgroup.com

Position Description:

Business Development Manager
Located in Nantes (Area: *Cité des Congrès*)

The Company:

The MarkeTech Group is an international medical technology marketing consulting company conducting high-value custom marketing research. Our core activities include upstream and downstream marketing consulting for leading international medical technology clients. These clients specialize in the fields of medical imaging, medical devices and diagnostics and healthcare IT and include key customer segments that blend large multinational groups (General Electric Healthcare, Medtronic, Amgen, Pfizer, Sanofi-Aventis, Abbott Laboratories, Merck Serono, Siemens, bioMérieux...), MedTech & Biotech start-ups as well as institution supporting innovation in France such as SATT.

The head office is located in California, and a European office, based in Nantes, was created in 2003 with 6 staff members. In 2018, a German subsidiary was recently opened.

Key client deliverables include primary marketing research ("voice of customer") findings and consulting recommendations containing actionable data, market models, and vital insights. Come work with a dynamic team that is committed to helping the health care industry.

Missions

Following a training period and under supervision of the EU office management you will be responsible for developing the French & European activities of the group.

Key responsibilities:

- Define the commercial/sales strategy/plan
- Implement the sales plan while based in the French office (will require travel)
- Schedule & organize meetings with clients & prospects
- Participate in client meetings & and support proposal creation
- Participate in fairs & congresses
- Activity tracking and analysis using CRM (HubSpot)

Other responsibilities:

- Marketing action support (e.g., email campaigns, social media posts)
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Skill Set

This position requires the following skill set:

- Recognized capabilities to sell consulting services
- Full professional proficiency of oral and written English, as a significant portion of the sales activities will be done in English.
- Professional working German would be an additional asset.
- Interest in the healthcare and medical technology markets.

Education and training

- Business school degree (BAC+ 5)
- Past experience in selling consulting services – 3 to 5 years

Application

- Starting: First Quarter 2021
- Full time (*statut cadre*)
- Fix salary + sales commissions (to be negotiated)
- For any question or to apply (cover letter & resumé): abanus@themarketechgroup.com