

Business Development Manager (Healthtech - Diagnostics)

Job Description

Role Purpose:

To develop and execute plans to grow income in alignment with the business development strategy, to contribute to the successful and sustainable growth of the Healthtech Technology Area and CPI as a whole. Developing opportunities by applying market knowledge, translating the offering to clients, and managing networks and stakeholder relationships internally and externally.

This role carries an Order Intake and Revenue target.

Key Responsibilities:

- Embrace and role model the desired behaviours to exemplify our Company values, promoting an ethical, positive company culture.
- To maintain consistent and documented compliance with all relevant Safety, Health and Environmental (SHE), Good Manufacturing Practice (GMP), Data Integrity (DI), quality and best practice requirements.

Role specific responsibilities:

Commercial Growth Strategy

- To build & deliver a sustainable Sales Funnel that increases CPI's market presence, commercial revenue and customer engagement in the HealthTech space, with a focus on the Diagnostics segment.
- To grow commercial income in the HealthTech Diagnostics target market by delivering digital and face to face customer journeys. Manage end to end customer journey from identification to customer retention.
- Utilise traditional & digital Business Development techniques across multiple platforms to engage target customers, developing, qualifying and converting new opportunities to Purchase Orders.
- Develop opportunities by applying market knowledge, translating the offering to clients, and managing networks and stakeholder relationships internally and externally.
- You'll work together with our technical content generators, sales operations and Marcoms teams to support the development of HealthTech Diagnostics campaigns.

Business Development

- To build expert market knowledge of HealthTech Diagnostics product development and a deep understanding of CPI's capabilities and value within the HealthTech Diagnostics market sector.
- To lead the pitch for CPI's offering to external stakeholders, effectively translating CPI's technical capability and clearly articulating the value that CPI brings to the market.

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- To effectively communicate the requirements for contracted customers in collaboration with CPI's subject-matter experts and ensure that customers are set up for success.
- The role is offered on a hybrid basis, combining home working with regular travel to CPI's sites in North-East England. Due to the nature of the role, you will be required to travel to the office frequently, and occasionally at short notice.

Customer Relationship Management Processes

- To work with customers, internal experts, and technology teams to prepare compelling project proposals/briefs/quotes, negotiate and close project proposals to a Purchase Order/Commercial Contract.
- To input relevant business development data/reports in support of various internal management activities.
- To follow the CPI business Customer Relationship Management (CRM) methodology and process ensuring all customers and opportunities are tracked on CRM and fully up to date.
- To maintain and manage an account management process. Ensure client relationships are managed throughout the customer journey.

Good Manufacturing Practice - GMP

CPI have a responsibility to manufacture medicinal products of the requisite quality, fit for their intended use and be in accordance with the relevant Manufacturing and Marketing Authorisations, Clinical Trial Authorisation, Product Specification, Drug Master File or CEP Dossier as appropriate and which do not place patients at risk due to inadequate safety, quality or efficacy. The Pharmaceutical Quality System, which incorporates Good Manufacturing Practice, is designed to deliver this quality objective, the attainment of which requires the participation and commitment of all staff across departments and at all levels within the company.

Good Manufacturing Practice is the part of Quality Management which ensures that products are consistently produced to the correct quality standards. To comply with the principles of GMP, it is required that clearly defined procedures are adhered to when performing operations across CPI.

Data Integrity - DI

Data Integrity is the degree to which data are complete, consistent, accurate, trustworthy, reliable and that these characteristics of the data are maintained throughout the data life cycle. The data should be collected and maintained in a secure manner, so that they are attributable, legible, contemporaneously recorded, original (or a true copy) and accurate. Assuring data integrity requires appropriate quality and risk management systems, including adherence to sound scientific principles and good documentation practices.

CPI, as a GXP organisation, have developed a Pharmaceutical Quality System, which incorporates a DI Governance System – a series of arrangements to ensure that data, irrespective of the format in

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which they are generated, are recorded, processed, retained and used to ensure the record throughout the data lifecycle.

To comply with the principles of DI, it is required that clearly defined procedures are adhered to when performing operations across the site. All staff are actively encouraged/supported in the reporting of errors, omissions and undesirable results.

Direct reports: No direct reports

Person specification

Education / Qualifications:

Essential:	Desirable:
Qualified to a minimum of Degree level in a Life Science or a Physical Science. A Masters or higher in one the listed disciplines is desirable.	Significant experience working in a Healthtech company selling new innovations or providing consultancy services into the Diagnostics field.

Competencies and behaviours	
Leadership (Influencing)	Decision Making (Influencing)
<ul style="list-style-type: none"> Promotes commitment to CPI's strategy, vision, values, and direction. Motivates, inspires and build resilience in others by making the vision shareable by everyone. Rewards and celebrates success with colleagues and teams. Future proofs work practices. Trusts others' judgment and demonstrates a willingness to try new things, even at the risk of failure. 	<ul style="list-style-type: none"> Confidently draws reliable conclusions from diverse and sometimes incomplete data. Proactively sources and refers to how others have tackled similar problems previously. Considers risks, and consequences, and takes accountability for, the impact the decision has on the business including costs/ benefits.
Communication (Influencing)	Developing self and others (Influencing)
<ul style="list-style-type: none"> Employs comfortably a wide range of communication styles and approaches to suit different situations and audiences (external and internal stakeholders) in diverse situations. Builds effective two-way communication channels within the business area and across departments whilst maintaining credibility and securing commitment. 	<ul style="list-style-type: none"> Intervenes to address sources of lagging performance. Provides challenging and stretching tasks and assignments to develop others. Highly effective at supporting high performers and addressing underperformance through effective, constructive and open dialogue.

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	<ul style="list-style-type: none"> Collects information on performance and evidence of behaviours, and uses it effectively to improve individual and team
Collaboration (Guiding)	Delivery (Guiding)
<ul style="list-style-type: none"> Displays a collaborative style in day-to-day working whilst motivating others to achieve optimal performance and results. Develops relationships which facilitate the resolution of complex tasks and can apply different techniques to effectively mitigate any conflict. Can negotiate skilfully in tough situations with all stakeholders. 	<ul style="list-style-type: none"> Demonstrates the ability to prepare, gain approval of, refine and update business cases that justify the initiation of a project. Displays the ability to manage stakeholders, taking account of their levels of influence and particular interests. Ensures actions and decisions within the team are aligned with CPI's priorities. Anticipates how team objectives must adapt and stretch to respond to change.

Knowledge and Experience:

Essential:	Desirable:
<ul style="list-style-type: none"> Significant Business Development experience. Relevant industry experience. Working knowledge and broad experience of IT packages, particularly Outlook, Word, Excel and PowerPoint. Experience in business development in a technical organisation. 	<ul style="list-style-type: none"> Experience of leveraging public funding mechanisms to support R&D and innovation. Experience of using a CRM system.