

HealthTech Business Development Manager Job Description

Role Purpose:

To develop and maintain a deep understanding of the HealthTech market including market trends, market needs, market direction and market challenges in order to uncover and close commercial HealthTech opportunities for CPI.

The Business Development Manager is responsible for identifying, pursuing, and closing new opportunities for external customer product development in the HealthTech sector. The postholder will also manage and grow relationships and business with existing clients and partners.

As such this role holds accountability for an agreed annual Order Intake and Revenue target.

The postholder will also work closely with internal CPI product development teams and multiple other internal stakeholders to provide feedback and insights from both customers and the market in order to influence the future strategic direction of the CPI HealthTech activity.

Key Responsibilities:

- To 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.
- To develop a business development strategy in line with CPI's overall HealthTech strategy and execute the plan in collaboration with the technology, marketing, and strategy teams.
- To lead in the identification of new HealthTech business opportunities, including new markets, new clients, new partnerships or new products and services.
- To build and maintain strong networks and relationships with key clients and partners within the HealthTech market.
- To build a robust pipeline of opportunities and deliver on the revenue target.
- To work with customers, internal experts, and technology teams to prepare compelling project proposals/briefs/quotes.
- To 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.
- To represent the company at conferences and events to build relationships with industry partners and keep up to date with new trends.
- To build expert market knowledge of HealthTech product development and a deep understanding of CPI's capabilities and value within the HealthTech market sector.
- To engage with customers in order to understand their challenges in launching new

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technologies and products providing insights to help accelerate customer’s product development and launch.

- 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.
- 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.
- To monitor and evaluate the performance of existing CPI offerings and identify areas for improvement or innovation.
- To identify strategic market opportunities in the medical devices, diagnostics and wearables market and provide recommendations to CPI’s strategy and product development teams that enables CPI to invest in new technology development.
- To support and identify opportunities and consortia for strategic and public grants from academia, government, and industry as and when required.

Direct reports: No direct reports

Person specification

Education / Qualifications:

Essential:	Desirable:
Educated to Degree level (or equivalent) in a Business, Science or Engineering subject.	Educated to Masters Degree level (or equivalent) in a Business, Science or Engineering subject.

Competencies and behaviours	
Leadership (Influencing)	Decision Making (Influencing)
<ul style="list-style-type: none"> • Promotes commitment to our PRIDE values, strategy, vision, and direction. • Motivates, inspires, and build resilience in others by making the vision shareable by everyone, and ensuring that teams are purposefully empowered in order to work efficiently. • Rewards and celebrates success with colleagues and teams. • Future proofs work practices. • Trusts others’ judgment and demonstrates radical thinking, including 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. • Thinks ahead, ensuring that the potential of teams and projects are unlocked and making future focused decisions.

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Communication (Influencing)	Developing self and others (Influencing)
<ul style="list-style-type: none"> • Comfortably employs 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"> • Assesses the skills and competence of others within the organisation and recommends development activities. • Brings diverse people together for collaboration, ensuring that employees are open to new ideas and effective collaboration. • Gives performance feedback in a timely manner on an informal basis regularly. • Actively shares expertise and learning across the organisation. • Takes personal accountability for success or failure of direct reports.
Collaboration (Guiding)	Delivery (Guiding)
<ul style="list-style-type: none"> • Blends people into teams, leveraging the use of talents available from any part of the organisation that result in the most innovative solution. • Fosters a sense of energy, ownership, and personal commitment to collaborative work, ensuring that diverse people are able to collaborate openly and honestly as one team even with differing views and perspectives. • Understands the priorities and deeper needs of different stakeholders groups, being sensitive to different experiences. • Supports and enables people to work together to meet objectives. 	<ul style="list-style-type: none"> • Prepares and maintains schedules for activities and events for projects. • Delegates responsibilities for tasks and decisions to the appropriate staff; sets SMART objectives and monitors progress, fostering an atmosphere of purposeful empowerment in order to allow teams to function efficiently. • Researches capabilities and constraints, in advance of a project, which could affect its approach and outcomes. • Holds people accountable for achieving results.

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Knowledge and Experience:

Essential:	Desirable:
<p>Demonstrates a substantial track record of delivering complex relationship based B2B sales in technology environments.</p> <p>Demonstrates a deep knowledge of market sector needs and drivers.</p> <p>Demonstrates an existing market sector network enabling CPI to engage at the appropriate level within the market sector target customer base.</p>	<p>Demonstrates a substantial track record of consistently exceeding sales targets in technology environments relevant to the market sector.</p> <p>Track record of digital demand generation across a variety of platforms.</p> <p>Good regulatory and quality-based understanding in the management of medical device development (ISO13485).</p>