

Sector Business Development Director Job Description

Role Purpose:

To lead and develop the HealthTech Business Development team within the medical devices and diagnostics sector, driving sales of R&D and product development services. You will build CPI's network and position within this sector to achieve revenue, margin, and customer retention targets while developing commercial opportunities and relationships to establish a robust sales pipeline.

Key Responsibilities:

Commercial Performance

- Accountable for sales targets, revenue growth and customer satisfaction within the medical devices and diagnostics markets.
- Build a deep understanding of customer's innovation/R&D challenges and communicate CPI's HealthTech value propositions effectively to build a profitable sales pipeline. Share customer insights with the technology team to help improve value proposition and CPI's HealthTech offer. Review and optimise cost of customer acquisition.
- Utilize multi-channel sales strategies including digital marketing and customer campaigns to generate leads and enhance brand visibility. Build insights from data analytics to understand and optimise the quantity and pre-qualified quality of leads.
- Build and manage relationships with major clients and form strategic relationships to expand reach and create new business opportunities. Provide an escalation path for complex negotiations and work with the HealthTech director to deliver this.
- Implement best practice for account management and effectively using the CRM system to manage customer journey effectively and enable customer success. Work with the technology delivery teams to upsell projects and secure repeat business. Optimise the sales cycle time and lead to sales conversion rate.
- Build, lead and coach a business development team to develop a robust pipeline and strong client relationships. Manage the Business Development team according to CPI's Values and Behaviours. To support and regularly drive sales training and development.
- Work with other business stakeholders to ensure that the business has a robust and accurate representation of the current market landscape, revenue projections and financial forecasts.
- Ensure the BD team follows CPI's CRM methodology and process to improve team's efficiency and productivity.
- Manage the Sales Operations team, driving CRM improvements and producing forecasts and performance reports.

Director Responsibilities

- Maintain compliance with Safety, Health and Environmental (SHE), Data Integrity (DI), quality, and best practice requirements.
- Translate organizational purpose into clear and achievable goals, motivating teams to contribute to CPI's long-term plan.

Sector Business Development Director

Job Description

- Lead by example, promoting an ethical, positive company culture and lead with PRIDE. To empower our people to challenge the status quo to deliver incredible work.
- Be a change agent - encourage entrepreneurial workflow, innovation, efficiency, productivity, and creativity.
- Support team health and wellbeing. Foster an inclusive and diverse company culture. Create a safe environment, supporting safety in working activities and fostering psychological safety.
- Recruit and motivate talented individuals. Provide professional guidance and contribute to continuous professional development.
- Manage the team's budget, ensuring compliance with tendering procedures and alignment with the budget.
- To bring & promote your whole self; fulfilling your role as a leader in the organisation and being accountable to drive our agenda in supporting health and wellbeing across your teams.

Direct reports: Up to 10 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 (Shaping)	Decision Making (Guiding)
<ul style="list-style-type: none"> • Contributes to the strategic leadership of the business and has influence over organisational behaviour. • Manoeuvres through complex political issues effectively. • Uses the resources available effectively in the anticipation of future consequences and trends. • Sees beyond today's pressing priorities and pressures to provide a compelling vision of the future, and places impactful innovation at the core of what CPI does, ensuring that this filters down. 	<ul style="list-style-type: none"> • Leads and facilitates a group to a decision from complex, inconclusive or contradictory data, prioritising the needs of CPI. • Evaluates options by considering short term consequences and long-term gains. • Uses correct communication method to present a case so that it has greatest persuasive impact. • Is regularly sought out by colleagues for advice and solutions.

Sector Business Development Director

Job Description

Communication (Shaping)	Developing self and others (Guiding)
<ul style="list-style-type: none"> • Radiates experience and self confidence in all communication situations. • Is charismatic, enthusiastic and pro-actively shares knowledge, guidance and expertise across the organisation. • Develops and uses subtle strategies to influence or persuade CPI's strategic stakeholders, particularly in sensitive or high pressure situations. 	<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. • Collects information on performance and evidence of behaviours, and uses it effectively to improve individual and team performance.
Collaboration (Shaping)	Delivery (Shaping)
<ul style="list-style-type: none"> • Unites people around the business to deliver incredible innovative work in accordance with the wider company strategy. • Represents CPI interests persuasively and builds an influential presence in the external business environment to raise profile with strategic stakeholder groups. • Can manoeuvre through complex political situations effectively and quietly. 	<ul style="list-style-type: none"> • Maintains the clarity of reporting and decision making processes, the governance structures and the staffing, during the progress of projects. • Monitors progress against the benefits and plan, taking account of risks and changes in the environment and takes action to amend the project where appropriate to maximise achievement of the planned benefits/ outcomes. • Investigates externally to CPI, and brings in knowledge to improve CPI's performance.

Knowledge and Experience:

Essential:	Desirable:
<p>Demonstrates a substantial track record of delivering relationship-based B2B sales in technology environments.</p> <p>Demonstrates an existing market network enabling CPI to engage at appropriately senior levels within customer and potential customers.</p> <p>Technical Product Knowledge: Deep understanding of medical devices and diagnostics products, including their clinical applications and benefits.</p>	<p>Demonstrates a substantial track record of consistently delivering winning bid submissions in technology environments.</p>

Sector Business Development Director Job Description

Effective Communication: Ability to convey complex information clearly and persuasively to both technical and non-technical audiences.

Relationship Building: Skilled at initiating and nurturing relationships with healthcare professionals and organizations.

Negotiation: Strong negotiation skills to secure contracts, pricing, and terms while ensuring customer satisfaction.

Problem-Solving: Ability to navigate challenging situations and find solutions that align with both customer and company interests.

Healthcare System Knowledge: Understanding of healthcare systems, regulations, and reimbursement processes.

Sales Acumen: Proven track record in sales, with the ability to meet and exceed targets.