



## BUSINESS DEVELOPMENT MANAGER VETERINARY – U.S FULLTIME, PERMANENT POSITION

At NOVAFON, we are dedicated to helping people and animals feel better and improve their quality of life by relieving pain and tension. With our NOVAFON sound wave devices, we offer a high-quality medical device "Made in Germany" which focuses on the needs of our customers and improves their everyday life in many ways.

### About the role:

We are looking for a Business Development Manager, who will be responsible for the success of the brand in the US veterinary market by engaging existing relationships and drive new business for the brand. As a Business Development Manager, you will be concerned with expanding our business by fostering and developing relationships with customers, suppliers and other partners. You will work diligently to improve commercial output and profitability through careful strategic planning and positioning in the appropriate market. You should be a motivated self-starter with the ability to work independently with little or no supervision and have a relentless drive.

### Key responsibilities:

#### Brand establishment

- Establish brand identity and presence in the USA, promoting NOVAFON's vision
- Collaborate with our internal marketing team to develop and execute an efficient marketing campaign to launch NOVAFON on the US veterinary market
- Act as the face of the business, representing NOVAFON in the industry at conferences, trade shows and other events to drive further brand awareness and value
- Identify emerging market trends and develop a deep understanding of our competitors to provide market and competitor analysis, to make informed future strategies

#### Education and ambassador network

- Identify potential strategic partnerships and opportunities to increase our operation range and scope of NOVAFON
- Collaborate with internal resources and external networks to penetrate key opportunities and manage and nurture relationships with key customers and strategic partners, ensuring we deliver on the value promised
- Administer and develop initiatives to increase sales and market development activities

#### Revenue generation

- Create a go-to market strategy to launch NOVAFON in the U.S., establishing rapid growth in a new market for the business
- Work cross-functionally with internal resources: sales, marketing, product development and education teams as well as warehousing and logistics departments to execute on the go-to market and growth strategies
- Identify, cultivate and convert early sales opportunities and create a reliable pipeline and forecasts, communicating regularly with leadership around challenges and strategies to overcome these





#### Building a solid base for further growth

- Maintain and develop CRM database, that provides monthly reports
- Build and maintain a rolling SKU forecast that is built in collaboration with external partners and using your own knowledge of the market, products and customers within the market
- Track and document prospecting activities, new contact names, and opportunity qualification notes and monitor and be accountable for market metrics and develop actionable insights to improve the efficiency and performance within the market

#### Qualifications and education requirements

- 5+ years' commercial experience in a high-performance environment, ideally in international or regional sales and marketing
- Existing relationships within the US B2C veterinary market
- Excellent presentation skills
- Strong commercial acumen
- Experience and interest in the veterinary / equine market is strongly preferred
- Strong sense of responsibility and high integrity
- Independent self-starter able to self-motivate and drive the business forward

#### About us:

We are a team consisting of 50 members, located mostly near Stuttgart in the idyllic Weinstadt, Germany. We are working each and every day to become one of the most innovative and patient-oriented providers in the therapy industry. Each job is unique; that is why we are looking for people like you - people who want to grow professionally, but also personally. Become part of the team and discover new paths and opportunities together with us. You tackle opportunities, you learn, you fail, you develop yourself and you are always one step ahead.

#### Your benefits with us:

- Fair payment
- Training budget
- Flat hierarchy
- 30 days of vacation
- Remote working & flexible schedule

If you are looking for a new challenge don't hesitate to send us your application to the stated e-mail address: [personal@novafon.de](mailto:personal@novafon.de)

Contact person: Lotte Kirgis

#BDM-21

