

Position Description: Business Development Director

Are you Strategic. Persuasive. Influential. A closer? If so, a position at MEDUCOM is right for you!

MEDUCOM is a full-service, integrated healthcare communications agency, which conceptualizes and delivers pharmaceutical marketing, HCP advisory, and healthcare education services. MEDUCOM has established a leadership position as strategic consultants and communication strategists who excel at delivering quality programs and services valued by leading pharmaceutical companies and HCPs.

Job Description

As a **Business Development Director** reporting to the President, you will be responsible for driving sales growth, identifying new business opportunities, and establishing strategic partnerships within the pharmaceutical industry. The ideal candidate should possess a deep understanding of the pharmaceutical market (Canada and US), excellent communication and negotiation skills, and a proven track record of achieving sales targets. As the first point of contact for new potential clients, you will be involved in MEDUCOM sales pitches, proposal development and responding to RFPs. The successful candidate for this position will be proactive, have a passion for business strategy and proposal development, maintain momentum in the face of challenges, and be results-driven towards wins for the organization. This is an existing position within the organization.

Primary Accountabilities

- Drive the entire sales cycle from lead generation to closing deals and achieving revenue targets.
- Identify and prospect pharmaceutical companies as potential clients.
- Build and maintain relationships with key decision-makers, fostering trust and credibility.
- Collaborate with cross-functional teams to develop tailored solutions to address client needs.
- Develop and deliver persuasive sales presentations and proposals.
- Monitor sales performance metrics, provide regular reports and updates to senior management.
- Stay updated industry trends, competitive landscape, and expansion opportunities.
- Participate in industry conferences, trade shows, and networking events for brand visibility and thought leadership.

Essential Skills & Qualifications

- Bachelor's degree in business, marketing, or a related field. A Master's degree is an asset.
- Proven experience (5+ years) in business development or sales, with independent success of \$2M+ annual revenue.
- Thorough understanding of US pharmaceutical & biotech industry standards and regulations.
- Exceptional communication, presentation, and negotiation skills.
- Strategic, analytical and problem-solving mindset with the ability to identify and capitalize on business opportunities.
- Demonstrated ability to drive sales growth and meet or exceed targets.
- Proficient in CRM software and other sales tools.
- Ability to work independently, manage multiple priorities, and thrive in a fast-paced, dynamic environment.

What can you expect from MEDUCOM?

- An enthusiastic and dynamic culture, with flexibility that supports work-life harmony.
- Empowerment to be a decision-maker and make a significant impact within a nimble organization.
- A commitment to mentorship that fosters professional development and career growth.
- Competitive compensation, health benefits, deferred profit sharing, flexible paid time off beyond vacation and statutory holidays.

If you possess the above qualifications, and can demonstrate a proven track record of success, leadership and commitment to excellence, please email your cover letter and resume to info@meducom.ca. *Only those selected for an interview will be contacted.* **Salary band: CA\$110,000.00-CA\$125,000.00 per year**