

PRECLINICAL IMAGING SALES
REPRESENTATIVE - NORTHERN EUROPE
● **(NMI / MOLECUBES) (M/F/D)**



Purpose

The Preclinical Sales Representative will be responsible for promoting and selling Bruker BioSpin's preclinical imaging systems (PET, SPECT, CT systems) within DACH, UK, Nordics, and IMEA. The focus will be on expanding market share, developing sales channels both direct and indirect, establishing strong customer relationships, and achieving new orders bookings and revenue targets. The successful candidate will collaborate with the EIMEA Market Sales Imaging Team and play a pivotal role in driving business growth and fostering collaborations with key stakeholders

Responsibilities

- Develop and implement effective sales strategies to achieve new order bookings and revenue targets for the preclinical imaging product range
- Grow market share against key competitor.
- Identify and pursue new business opportunities while maintaining and growing existing accounts
- Manage existing indirect sale channels and appoint new distributors in uncovered territories
- Align closely on goals, strategy, forecast, and operational sales activities with the Imaging Market Sales team in EIMEA
- Collaborate with cross-functional teams to ensure seamless customer support and satisfaction
- Provide in-depth market analysis and intelligence
- Analyze customer needs and provide feedback to internal teams for product development and improvement
- Cultivate and maintain strong relationships with key accounts, research institutions, and industry influencers
- Provide product demonstrations, technical support, and training to customers as needed
- Prepare accurate sales forecasts and reports for management review
- Monitor and report on sales performance, identifying areas for improvement and optimization
- Willingness to travel within the EIMEA region as needed for customer meetings, conferences, and events around 40% of the time

Qualifications

- PhD degree or Master in a relevant scientific or technical field
- Proven track record of successful sales experience in the life sciences or biomedical research industry, particularly with preclinical imaging systems Strong understanding of PET, SPECT, technologies Excellent communication, negotiation, and presentation skills
- Ability to work independently and collaboratively in a dynamic and fast-paced environment
- Fluency in English and German; additional language proficiency within the EIMEA region is a plus

