



## **Vice President of Business Development, Life Sciences**

### **Full-Time Remote Position**

InnerView has an immediate opening for a dynamic sales leader in the life sciences and pharmaceutical sector. This individual will be the firm's resident pharmaceutical expert and will chart the company's path for rapid expansion in the space.

We are looking for people, not resumes...a personality, not just a set of skills. The people who will thrive at InnerView will embrace the following attributes:

**Accountability** – You won't be micromanaged. You will not have your hand held. Everyone will have the space to do the work they are best at and to leave their mark on the company and our clients.

**Courage** – Working for a small business is not for the faint of heart. Sometimes we need to make hard decisions. Sometimes we have hard conversations – internally and with clients. Tackling challenges together as a team with confidence and transparency makes us stronger.

**Collaboration** – Our best solutions come from working together and sharing ideas. We value people's opinions and perspectives...and we expect everyone to share them.

**Optimism** – We value a positive disposition that is infectious and inspiring to those around you. We are undeterred by small setbacks and maintain belief that our biggest breakthroughs could happen at any moment.

**Flexibility** – Our path to success is unlikely to be a straight line. Teammates are asked to wear a lot of hats and adapt when things change. Our team responds with enthusiasm when asked to take on a new challenge.

**Action** – People are encouraged and expected to take action. Don't wait for permission and don't apologize. We want people who are willing to take risks and take ownership for their decisions.

**Curiosity** – Real change comes by thinking about things differently. Our value lies in our ability to challenge the way things are done and find creative ways to solve problems.

## **Role Description, Vice President of Business Development**

The objective of this position is to help expand InnerView's presence in the life sciences industry by building and growing a portfolio of clients. This leader will leverage InnerView's track record of success serving major brands across several industries to help pharmaceutical companies improve alignment between their marketing and sales functions. In particular, the role will focus heavily on positioning InnerView's proprietary InFront offering, a premier tool for collecting and analyzing sales team insights.

This is an opportunity to be a builder, and a key catalyst for InnerView's growth. This leader will have the freedom to design an effective customer acquisition strategy and the responsibility for delivering target revenue for this sector.

### **Duties:**

#### **Prospecting and Sales**

- Develop an extensive list of target accounts aligned with InnerView's ideal client profile, to include but not limited to large pharmaceutical companies and biotech/biopharma, concentrating on discovering new business prospects and growing the current customer base through strategic prospecting.
- Develop and implement account-based strategies to generate interest in InnerView's InFront product. This will include establishing a strong LinkedIn presence, collaborating with advisors and cultivating referral networks for warm introductions.
- Lead strategic sessions, pitches, and sales presentations with potential clients to generate interest, close deals, and drive business growth while providing thought leadership to elevate InnerView's value.
- Partner with marketing to create compelling sales materials, including pitch decks, videos, and case studies, that effectively communicate the value proposition and support the sales process
- Identify and cultivate strategic relationships with referral sources and channel partners such as COIs/brokers and complementary service providers (agencies, consultancies).

#### **Thought Leadership & Trade Presence**

- Cultivate relationships with targeted trade groups, with a focus on lead-generation. Could include pursuing leadership/board roles as appropriate.

- Develop and execute a comprehensive trade show/conference strategy, and represent InnerView at industry events, showcases, and seminars to create awareness of our products and services, and to generate high-quality leads.
- Collaborate with marketing to create and/or contribute to industry-specific content that establishes InnerView's expertise and point-of-view. These may include blog articles, white papers, case studies, podcasts, webinars, speaking opportunities, and other content as identified.

### **Delivery & Account Management**

- Collaborate with the InnerView Delivery team to ensure a seamless transition from the sales process to engagement kickoff. Conduct regular checkpoints to verify adherence to plans and provide ongoing account management support.
- Identify and cultivate incremental opportunities within the existing client base.

### **Strategic Planning**

- Shape and evolve the long-term business strategy for the life sciences practice, including adjustments to the business plan and team organization. Support the annual budgeting process and continuous goal setting.

### **Qualifications:**

- Minimum experience of 10-12 years sales and/or account management experience in life sciences/pharmaceutical industry.
- Entrepreneurial spirit and ability to work independently.
- Strong relationship building skills and can prospect and qualify new opportunities with a comfort level required to sell to these customers.
- Experience calling on pharmaceutical commercial teams, including marketing, sales and research/analytics.
- Excellent verbal and written communication skills. Ability to present complex ideas clearly and persuasively.
- Working knowledge of account-based marketing (ABM) programs.
- Expertise using CRM.
- Highly organized and able to manage multiple opportunities simultaneously.
- Four-year degree preferred.
- This position is remote, with occasional travel to InnerView's Philadelphia-area office necessary.
- Willingness to travel approximately 30% of the time.

## **About InnerView Group**

At InnerView group, we work with organizations to help translate their go-to-market strategies into plans that frontline teams can execute. Through research, strategy development, and program implementation, we ensure the people representing a brand deliver their value proposition with accuracy and pride. Our proprietary InFront product has become a standard for how brands measure frontline adoption and message alignment. Learn more at [innerviewgroup.com](http://innerviewgroup.com).