

## Job Opening Business Developer

DiagnOptics Technologies BV ([www.diagnoptics.com](http://www.diagnoptics.com)) is a HealthTech company with its head office in Groningen and an office in Haarlem. Diagnoptics develops and markets a non-invasive technology for measuring the concentration of AGEs (Advanced Glycation End products). This innovative technology called AGE Reader enables e.g. health professionals to determine the risk of developing (pre-) diabetes and cardiovascular disease. Diagnoptics is a spin-out of the University Medical Center Groningen (UMCG) where work is carried out in a professional manner in an open and informal atmosphere. In 2013, Diagnoptics introduced the AGE Reader mu, a medical device for general practitioners and diabetologists. In addition, Diagnoptics recently introduced a compact handheld scanner for wellness applications whose measurement results are made visible via Bluetooth in an app on a mobile device. Diagnoptics sells these products worldwide through a network of international partners.

We have an exciting position for a **Business Developer** to grow our business and seize the commercial opportunities out there in this sector.

### Job Purpose of a Business Developer

The role is to be proactive and find new customers whilst growing our existing customer base. Recently, Diagnoptics introduced a B-to-B version of its technology targeting larger manufacturers in the nutraceutical and cosmetic markets. The Business developer will boost our sales there.

### What is Diagnoptics looking for in a Business Developer

We are looking for commercial talents with a proactive Can-Do attitude who ensure their actions deliver results. They are strongly customer focused, able to build relationships effectively and quickly and possess strong influencing skills. We are looking for an individual who can drive the Diagnoptics products into new and existing customers.

### Why Should You Work for A Company Like Diagnoptics?

At Diagnoptics Technologies we help our customers improve people's health with an innovative and easy to use technology. The AGE Reader technology is also highly validated for its medical applications, i.e. cardiovascular risk and diabetes risk profiling, which provides the groundwork for developing new business opportunities in the wellness and medical sectors.

In addition, this role offers a competitive base with an attractive bonus.

As a highly professional, multicultural organization, we embrace our diverse workforce and encourage our employees to grow and succeed in their careers.

### Duties and Responsibilities

The following captures the essence of the role.

- You will drive the products into new and existing customers, working alongside the internal sales team to target potential new customers.
- You will own, manage and achieve monthly, quarterly, and yearly revenue and margin targets
- Flexibility is key - there is an expectation of being based in Haarlem or Groningen, but as necessary meeting with customers and vendors, whether existing or new. You go where the opportunity lies.
- You assist with sales cycles of existing and new customers and complete product and technical training at customers where necessary.

### Market knowledge

- You are passionate about HealthTech and constantly improve knowledge and understanding of the markets which we operate in.
- You Identify market trends & outlooks to provide confidence for making strategic business decisions.

### Commercials

- Contribute to developing our Commercial Strategy and (new) Business Models
- You find new potential clients
- You persuade–Influence the buying decision within large clients
- You keep your focus on the bottom line-You possess the ability to set pricing strategies and maximizing profit where possible

### Experience/Skills Required

- International sales of large projects/products to large sized companies: 3 years
- Preferably Knowledge of Nutraceutical and/or Cosmetic Markets
- College degree in business
- Fluent in Dutch & English
- Excellent communication and influencing skills.
- Commercially focused and inspirational

### MORE INFORMATION

Are you interested in this position, or do you have questions or want to discuss other possibilities? Please contact Bart van den Berg (CEO) via [b.vandenberg@diagnoptics.com](mailto:b.vandenberg@diagnoptics.com) or 050 5890612.

Acquisition as a result of this vacancy is not appreciated.

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