

Mercodia is hiring

## **Bioanalytical Sales Representative**

The sales team at Mercodia Inc. is growing and we are looking for a Bioanalytical Sales Representative. This position is based in USA and a part of the Mercodia global sales team, reporting to the President of Mercodia Inc. as well as to the Director Sales and Marketing at headquarters in Uppsala, Sweden.

### **Job description**

As Bioanalytical Sales Representative at Mercodia you will be responsible for increasing sales in the bioanalytical arena. Mercodia also has an overall focus on industry, so through relationship building you will also encounter some product sales (immunoassays or other reagents) that is not considered a service sale. Main focus though will be on selling a service.

You will establish appropriate strong business relationships with key customers within your market as well as attend symposiums and conferences to gain leads and prospects, developing new customers and clientele. You execute market sales plans with specific goals and targets for successful sales growth in your area.

You will be evaluated on a small number of critical success factors, such as number of bioanalytical service leads per month, value of those service leads and closed/won accounts.

### **Skills, Competence and Experience**

Preferably you have some sales experience in laboratory sales, specifically within preclinical and clinical PI/II projects. You demonstrate business acumen and have a track record of accountability in exceeding territory results. You have a proven record of success through teamwork and execution, and you have high learning agility.

Our laboratory services involve assay development and sample analysis, with both our current immunoassay products and with immunoassays from our competitors.

The prospect will most likely be small to mid-size biotech, so it's desirable that you have experience selling into these types of businesses, and that you have an

understanding of the strategy necessary and a clear work history showcasing successful customer wins.

## **Who are you?**

Preferably you have a university degree and a couple of years sales experience in laboratory sales. You are a great team player, willing to travel and to connect routinely with our sales staff and with your colleagues in Sweden also selling bioanalytical services.

You must have excellent communication skills in verbal and written and be tech savvy with a high proficiency in Microsoft Office and CRM. You have strong analytical skills with proven ability to effectively analyze data to appropriately integrate into strategic planning. You demonstrate the ability to interact successfully in a dynamic and culturally diverse workplace.

## **Why join us?**

In this position you will gain 2+ weeks of paid time off. You will have health, dental and vision insurance covered by the company. Your 401k plan with matching up to 4% will be in place. We offer a relaxed working environment with hybrid/remote capabilities and there will be bonus and commission opportunities.

We are looking forward to your application with CV and personal letter to [HR@mercodia.com](mailto:HR@mercodia.com) no later than March 31<sup>st</sup>, 2023. The selection process is ongoing and the position may be filled prior to the last application date.

Mercodia AB is a Scandinavian biotech company that specializes in the development of immunoassays within the area of diabetes and cardio metabolism. The company was founded 1991 in Uppsala, Sweden.

Today Mercodia is a world-leading developer, manufacturer and distributor of high-quality immunoassay kits and services. We specialize in ELISA assays for clinical as well as research applications, notably within the area of metabolic disorders. Through our long-standing expertise in measurement quality and life cycle management, Mercodia is also an appreciated service provider.

Mercodia supplies products to all major international markets from its facilities in Uppsala, Sweden. More than ninety percent of our production is exported to approximately 100 countries worldwide.