

# Product Specialist (m/f/d)

**Employment start:** As soon as possible

**Preferred Location:** Boston area

BioEcho Life Sciences was founded in 2016 by a team of exceptionally skilled executives with exceeding managerial expertise, an excellent R&D know-how and experience in isolation and processing of DNA and RNA. Over the past 5 years, BioEcho has successfully and sustainably pursued its goal of revolutionizing the field of genomic sample preparation, an area where innovation hasn't been seen for decades. With our products we overcome the limitations of common methods in molecular diagnostics and molecular biology, while we keep on forming the company and providing an environment that is entirely committed to sustainability.

## BioEcho - the pioneer of sustainability in molecular biology

BioEcho is consistently committed to encouraging ecological responsibility. Even more, sustainability, environmental compatibility and user health have been a focus of BioEcho since the moment of its foundation and this commitment is tangible and lived throughout the company. With our products we prove that plastic waste can be reduced, packaging materials can be recyclable, and the use of hazardous materials can be minimized. Therefore, BioEcho Life Sciences undoubtedly is a pioneer company to introduce sustainability to modern molecular biology labs.

**With a head quarter in Germany, BioEcho is currently growing a US subsidiary. This role will be one of the initial Product Specialist roles for the US organization. This role will be responsible for driving the growth of the US organization by building the BioEcho brand, Key opinion leader relationships and the revenue stream for the organization.**

### About this role

We are seeking a dynamic and motivated Product Specialist to join our team. This role primarily focuses on nucleic acid purification solutions within the life sciences industry. The ideal candidate will possess strong technical knowledge, exceptional communication skills, team-building abilities, and an entrepreneurial mindset. As a Product Specialist, you will be responsible for conducting product demonstrations, building effective teams, and driving sales activities.

### How you will make an impact

- Conduct product demonstrations to showcase the features and benefits of our nucleic acid purification solutions.
  - Customize demonstrations to address specific customer requirements and challenges in the life sciences industry with focus on nucleic acid purification.
  - Effectively communicate technical information to customers in a clear and understandable manner. Provide technical support and evaluate customized solutions for specific clients and their projects. After adequate training and always under supervision.
  - Develop and maintain strong relationships with customers, understanding their needs and providing tailored solutions.
  - Collaborate with the sales and marketing teams to develop product strategies and marketing campaigns.
  - Provide training and support to the sales team, equipping them with the necessary product knowledge and selling skills.
  - Collaborate with cross-functional teams, including product development and customer support, to ensure seamless execution and product improvements.
  - Identify potential customers and target accounts within the life sciences industry, building a strong pipeline of leads and prospects.
  - Participate in sales meetings, presentations, and industry events to support the sales team in achieving targets.
- Meet or exceed sales goals and objectives set by the company. You will be part of the sales team, actively doing business.

### This job might be for You if

- Bachelor's degree minimum in a relevant field such as life sciences, biochemistry, or biotechnology.
- Knowledge of nucleic acid purification techniques and instruments.
- Proven track record of successful product demonstrations and sales within the life sciences industry preferred.
- Excellent verbal and written communication skills, with the ability to explain technical information to diverse audiences.
- Strong interpersonal skills and the ability to build long-lasting customer relationships.
- Self-motivated and result-oriented, with an entrepreneurial mindset to drive sales and exceed targets.
- Ability to work collaboratively in a team environment and contribute to cross-functional initiatives.
- Proficiency in CRM software, sales tools, and Microsoft Office suite.
- You can travel. We expect national travel activity for visiting clients, exhibitions, and conducting product demonstrations to be around 20-30%.

### What BioEcho offers

- **Agile start-up culture:** We are a dynamic and international company (US & Germany) and are proud of our flat organizational structure. We work agile in cross-functional teams and love short communication channels.
- **Flexible working hours and home office solutions.** We also could provide the possibility to travel to Europe.
- **A place to grow:** As a member of our young team, you will have the space and freedom to develop your skills and contribute to cutting-edge research and development.
- **Team building:** Teamwork is a top priority for us! We are open-minded, help each other and enjoy organizing team events, enjoying the exchange.
- **Taking responsibility:** Be part of something big. Take the chance to make the life science world a better place! By working with products with real benefits to your customers.

### Please get in touch and apply with your CV, references and salary expectations to

Verena Frantzen | Senior Manager Human Resources | [hr@bioecho.de](mailto:hr@bioecho.de) | Woburn, MA 01801