

## International Sales Manager | Fulltime

**We are recruiting an ambitious Sales Manager to actively contribute and add value to this innovative and fast-growing organization.**

### Organization

ProDiag is a Dutch business established in 2003 and has gained a respectable position in the international market of In Vitro Diagnostics (IVD) over the past decades. The product range consists of a full line of PCR tests and instruments (turn-key PCR labs), antibody and antigen tests, Vitamin D tests allergy tests and many more Point-of-Care tests and self-tests.

### Market

The IVD market has changed substantially in 2020 due to the Corona crisis. The concept of Rapid Testing is suddenly common knowledge and in The Netherlands alone we appear to have 17 million virologists. The advancements are quickly succeeding each other, painting an entirely different picture for the future of medical testing once COVID-19 will be under control. This constitutes a profoundly dynamic environment in which ProDiag positions itself in a highly adaptive way.

Well before 2020 ProDiag was active in innovative solutions for point-of-care testing and self-testing, for example through smartphone-supported Vitamin D monitoring from fingerstick blood samples. In the past year, the product range was expanded to COVID-19 antibody tests, antigen tests, and a range of PCR tests which have made their way to several turnkey PCR labs throughout Europe.

ProDiag's saliva RNA collection set for children was the first to be approved by the RIVM (Dutch National Institute for Public Health and the Environment), leading to substantial orders by the National Consortium COVID-19 Resources. Among the Dutch clients are purchasing groups, individual laboratories, and self-testing consumers. Abroad the company works with a network of independent distributors, developed over the past 25 years. Besides a range of COVID-19 tests the company prepares the introduction of innovations in the areas of food intolerance, kidney damage, liver damage, metabolic diseases and more.

### Function description

Together with a team of colleagues you will be responsible for strengthening the commercial potency in The Netherlands and expanding the distribution network worldwide.

For this you utilize your experience in approaching and managing key opinion leaders and distributors inside and outside The Netherlands. You can count on the support of colleagues who focus on sales, quality, product instruction, supply chain, purchasing & distribution, and legal & contracting.

Based on your previous experience and network, you will be assigned a number of countries. With each local distributor in these countries, you will work together to maximize sales by both supporting and "challenging". This requires you know exactly what it means to be commercially successful in the IVD market and that you can put yourself in the position of the distributor with its opportunities and challenges.

## **Culture**

ProDiag is a small organization with many opportunities. That's why it is important that you feel comfortable in such an environment. There is a lot of space to set directions and explore sub-areas yourself. In these novel operations little will be set in stone, allowing you to contribute a great deal towards the solution.

Of course, you will not be doing this alone. A team of enthusiastic colleagues is always by your side in this energetic environment, in which no two days are the same.

## **Position in the organization**

You cooperate closely with the CEO/owner, and you are a member of the Management Team.

## **Function requirements**

You are energized by working in a quickly developing organization in which you play a central part in achieving success and expanding the sales apparatus. You are perfectly capable of operating independently, but teamwork characterizes your style. With a clear vision with regards to fulfilling your role and the positioning of ProDiag, you are a valuable sparring partner for clients and the managing board.

Furthermore, you:

- Have completed a business education.
- Have proven affinity with the In Vitro Diagnostic market.
- Have a strong affinity with B2B in healthcare.
- Have been successful in a comparable position.
- Are experienced with setting up campaigns.
- Possess a network with regards to distribution partners and opinion leaders.
- Are able to work project-based.
- Have at least 4 years of experience in a similar role.

## **Competencies:**

- Strategic
- Result-oriented / Commercially-driven
- Analytical
- Strong communication skills (in writing and verbally, NL/ENG/g/fr/sp)
- Takes initiative
- Teamwork
- Client-oriented
- Innovative
- No 9-5 mentality

**Employment conditions:**

- A competitive salary
- Year-end bonus based on achieved results.
- An annual contract, with the intention of converting this into permanent employment.
- Lease car or travel compensation
- Computer
- Telephone or compensation

**Procedure**

The search, recruitment and selection procedure are organized by InterExcellent Zorg, by Pieter van Stijn. he will conduct the first interviews with suitable candidates. Subsequently, the CVs of the most fitting candidates will be presented to the client. Based on this, final candidates are selected for interviews at ProDiag.

**Planning**

- Applications (letter of motivation and CV) are due 19 February 2021, preferably as soon as possible.
- A selection of candidates will be invited for an orienting interview at InterExcellent in Baarn.
- The most suitable candidates will then be presented to ProDiag.
- The aim is to finish the procedure before the end of February 2021.

**Contact**

Pieter van Stijn, managing partner InterExcellent Zorg, Baarn.  
Tel: 035- 5280430 or look at [www.interexcellent.nl](http://www.interexcellent.nl).

*We kindly look forward to hearing from you.*