Role Description – Business Development Manager (Physical Sciences)

# Department: Technology Transfer

# Reports To: Head of Team

# Role Purpose:

Business Development (BD) Manager focuses on growing CE’s business by extending the reach of our services in order to increase impact and revenue. The primary duty is identifying and developing new commercial leads for the ideas, technologies and inventions with the ultimate goal of growing our portfolio of licences to and/or collaborations and partnerships with third party companies. They work closely with Commercialisation Managers and Associates in delivering these objectives and are guided by CE’s mission, vision, values, and principles.

**Person Description:**

We work with many different complex ideas and technologies – most of which are in very early stages of development. As such, the candidate will have the ability to grasp and understand different scientific concepts and communicate the same both in accessible language and with a degree of expertise to unlock interest in prospects for further consideration and development.

The candidate will need to demonstrate significant experience and ability in a wide range of competencies including marketing of new and early-stage technologies, development of industry-academia strategic partnerships, negotiation, commercialisation and licensing strategies, project management, engagement with commercial partners/customers.

The candidate will have proven working experience as a business development manager, sales executive or a relevant role in a technology-based market. In addition they will be able to demonstrate a suitable track record in long-lasting relationship building.

Ideally, the candidate will have worked in a similar role and have a good understanding of HEIs, research (both academic and in industry) as well as innovation processes. They will also need good knowledge and understanding of funders of innovation and enterprise such as Innovate UK.

Proficiency in MS Office, CRM software (e.g. Dynamics 365) and sales engagement platforms is required.

A degree in physical sciences is also required. An advanced degree is preferred.

# Key activities and responsibilities:

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|  | *Lead generation - stimulating and capturing interest in CE’s technologies for the purpose of developing a licensing and partnerships pipeline, allowing us to nurture targets until these are ready to sign (Typically 40% of time)* |
|  | Conduct primary and secondary research to generate new strong prospects for licences and/or long-lasting industrial collaborations and partnerships for each technology.  Find new, creative and successful ways to cut through the static and reach potential partners.  Increase the brand awareness of Cambridge Enterprise, what we do and how we can be beneficial to the prospective partner.  Leverage the power of CRM systems and sales engagement platforms to maximise lead generation and conversion rates.  Input to the development of superior marketing materials that truly demonstrate the benefits of a technology or project for partnership.  Attend relevant trade shows or conferences and increase prospect pool for CE. |
|  | *Lead qualification and development - organizing potential partners in order of their likelihood to convert. (Typically 30% of time)* |
|  | By using advanced sales and marketing techniques develop the leads into viable commercial opportunities that maximise the potential of successful exploitation.  Identify ideal partner profiles for each technology being marketed.  Apply a lead scoring system/model for each lead that determines in which stage of conversion they are, such as awareness, interest, consideration, decision.  Apply ChAMP (challenge, authority, money, prioritisation) framework or another similar one to conduct lead qualification.  Build relationships and trust with prospective partners.  Prioritize partners that are more likely to finalize a license or research partnership, such as the ones that have already engaged with CE or the University and given a positive response. |
|  | *Lead conversion and closure - bringing the sale and marketing cycle to a successful conclusion with a licence or industrial partner ready to convert. (Typically 10% of time)* |
|  | Work in collaboration with Commercialisation Managers and enable them to bring exploitation to successful conclusion. |
|  | *Others* |
|  | Continued Personal Development:   * Develop skills and maintain awareness of scientific, technical and commercial developments impacting on the function of technology transfer by reading reviews, attending internal and external group meetings/seminars/conferences/ training courses and sharing best practice with others internally and externally. * Working with other CE teams where appropriate, to increase knowledge and understanding of different commercialisation channels. |
|  | Any other activities as may reasonably be required. |

Person Specification:

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|  | **Essential** | **Desirable** |
| **Company Competencies** |  |  |
| 1. Customer Focus | Displays understanding of internal and external customers/stakeholders and how to add value  Builds and maintains effective relationships with prospective partners and responds effectively to requests for information from internal and external customers | Communicates with each stakeholder as an individual. |
| 1. Ambition/ Effectiveness | Prioritises own workload and achieves targets/deadlines on completed work items and projects  Shows confidence and takes ownership of outcomes  Uses initiative to resolve problems and queries in the role.  Contributes to ideas for effective case progression | Proactively comes up with ideas for effective case progression. |
| 1. Team Working/ Flexibility | Positively and enthusiastically engages with team activities and works within and across teams  Responds in a positive and professional way to new and changing requirements |  |
| **Role Specific** |  |  |
| 1. Knowledge, Skills and Experience | Degree level qualification in a scientific or technical subject relevant to the role’s remit  Experience in a commercial environment, preferably in a technical sales or marketing role.  Demonstrable experience of marketing of new and early-stage technologies,  Understanding of technology licensing and commercial issues associated with it.  Proven record of developing industry-academia partnerships and/or obtaining translational funding.  Demonstrable ability to generate, qualify, develop and close leads.  Excellent organisation and time management with ability to multi task and meet tight deadlines.  Good interpersonal and communication skills with ability to relate well to, and engage with individuals of varying seniority.  Ability to think and act analytically.  Good knowledge and understanding of funders of innovation and enterprise such as Innovate UK | Experience of research, probably evidenced by a PhD  Interest in technology transfer, contract negotiation and/or intellectual property, as a whole.  Basic knowledge of the patenting process.  Well-honed project management skills. |
| 1. Research | Ability to employ suitable sales engagement platforms to generate and qualify leads.  Use primary and secondary research methods to deliver quality outcomes. | Established network of contacts in technology verticals and innovation. |
| 1. Decision Making | Experience and ability to implement technology marketing strategies.  Identifies the need for confidentiality in discussions with third parties and implements appropriately. |  |
| 1. Communication | Proven ability to understand, communicate and present information.  Ability to grasp and understand different scientific concepts and communicate them in accessible language to different audiences.  Ability to instil confidence in others.  Proven track record developing long-lasting commercial relationships.  Timely and effective communication with stakeholders about next steps and actions. | Has presented complex information to varied audiences. |
| 1. Organisational skills | Flexibility, accuracy and attention to detail.  Demonstrable ability to manage multiple projects at one time.  Effective time management and prioritization of workload tasks, communicating efficiently with all relevant team members. | Project management qualification. |
| 1. IT | Strong and demonstrable use of Microsoft Office.  Expert user of CRM system.  Power user of sales engagement platforms. | Preferably user of Dynamics 365. |