

Key Account Executive

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Company: Quidel

Location: Bogotá

Category: other-general

JOB DESCRIPTION

The Opportunity

QuidelOrtho unites the strengths of Quidel Corporation and Ortho Clinical Diagnostics, creating a world-leading in vitro diagnostics company with award-winning expertise in immunoassay and molecular testing, clinical chemistry and transfusion medicine. We are more than 6, strong and do business in over countries, providing answers with fast, accurate and consistent testing where and when they are needed most – home to hospital, lab to clinic.

Our culture puts our team members first and prioritizes actions that support happiness, inspiration and engagement. We strive to build meaningful connections with each other as we believe that employee happiness and business success are linked. Join us in our mission to transform the power of diagnostics into a healthier future for all.

The Responsibilities :

Achieve sales objectives in the region (monthly, quarterly and annual).

Organize customer base by: Sales turn over, Product lines (80/20 Analysis); opportunities in the month; local and regional activities (sales promotion, DEMO, presentations, etc).

Prepare weekly & monthly sales FCS & instruments/month reports.

Develop a plan for meetings with Directors & Managers from direct and channels customer.

Manages the development and servicing of laboratory accounts and channels in the

territory to achieve business sales.

Meets or exceeds established sales quotas and (margins) through the implementation of sales and marketing strategies within the expense budget.

Forecasts sales volumes in reference to key customers and products.

Identifies, classifies and acquires new accounts and registering into the SFDC tool.

Reports results against forecasts to senior management as well as any adjustments made to business plans to ensure objectives are met.

Participates in the preparation of sales plans and campaigns, business plans and product development plans.

Implements those plans as well.

Solves difficult problems and customer complaints.

Maintains relationships with key customers.

Develops pipeline in each one territory he/she supervises with appropriate management of pipeline using CRM (SalesForce.com)

Grow installed bases.

Perform other work-related duties as assigned.

The Individual :

Bachelor's degree in Biomedical, Business; MBA preferred

+10 years of experience in Dx marketing and Sales

Expert level in OFFICE pack.

Ability to travel up to 70%.

Bilingual English and Spanish.

Market analysis. Attention to detail.

Timely decision making. Decision Quality.

Customer focus. Relationship management.

Commercial and business acumen.

Negotiation and Influence.

#LI-Remote

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