Preclinical Imaging Sales Representative Germany & Eastern Europe

Job Locations DE-BW-Ettlingen | FR-Wissembourg Cedex

Req. # 2024-16106 **Position Type** Employee

Overview

Bruker is enabling scientists to make breakthrough discoveries and develop new applications that improve the quality of human life. Bruker's high performance scientific instruments and high value analytical and diagnostic solutions enable scientists to explore life and materials at molecular, cellular, and microscopic levels.
In close cooperation with our customers, Bruker is enabling innovation, improved productivity, and customer success in life science molecular and cell biology research, in applied and pharma applications, in microscopy and nanoanalysis, as well as in industrial applications.

Bruker offers differentiated, high-value life science and diagnostics systems and solutions in preclinical imaging, clinical phenomics research, proteomics and multiomics, spatial and single-cell biology, functional structural and condensate biology, as well as in clinical microbiology and molecular diagnostics.

Responsibilities

- Develop and implement effective sales strategies to achieve new order bookings and revenue targets for the Preclinical Imaging product range.
- Grow market share against key competitors.
- Identify and pursue new business opportunities while maintaining and growing existing accounts.
- Manage existing indirect sale channels for high performance and appoint new Distributors in uncovered territories or as replacement of poor performers.
- Align closely on goals, strategy, forecast and operational sales activities with the Imaging Market Sales team in EIMEA.
- Collaborate with cross-functional teams (application, service, R&D…) to ensure seamless customer support and satisfaction.
- Sales Strategy and Execution:
- Provide in depth Market Analysis and Intelligence stay abreast of industry trends, competitor activities, and market dynamics.
- Analyze customer needs and provide feedback to internal teams for product development and improvement.

Qualifications

- PhD degree or Master in a relevant scientific or technical field.
- Proven track record of successful sales experience in the life sciences or biomedical research industry, particularly with preclinical imaging systems.
- Strong understanding of MRI imaging technologies and preferably also in PET, SPECT, CT, MPI, optical and their applications.
- Excellent communication, negotiation, and presentation skills.
- Ability to work independently and collaboratively in a dynamic and fast-paced environment.
- Fluency in English; additional language proficiency within the EIMEA region is a plus. Germany is a plus.
- Cultivate and maintain strong relationships with key accounts, research institutions, and industry influencers.
- Provide product demonstrations, technical support, and training to customers as needed.
- Sales Forecasting and Reporting: Prepare accurate sales forecasts and reports for management review.
- Monitor and report on sales performance, identifying areas for improvement and optimization.

- Travel: Willingness to travel within the EIMEA region as needed for customer meetings, conferences, and events around 30% of the time.