

## Business Development Manager

XSENSOR is the leader in intelligent dynamic sensing, we develop innovative and industry leading pressure imaging solutions. Our products are used in development, testing and assessment of interface pressure for Medical, Retail and Test & Measurement applications. Our Medical and Biomechanics products are sold to hospitals and research facilities around the world.

We are seeking a Business Development Manager with skills in growing existing markets as well as opening new markets and segments. You must be comfortable with direct selling responsibilities as well as supporting channel partners. As a member of XSENSOR's commercial team, you will be responsible for our presence in the Medical and Biomechanical segments. You will be responsible to support our strong customer base in existing markets and develop new segments.

**Medical Market** - As XSENSOR Business Development Manager for the Medical market you will be responsible to work with channel partners as well as directly selling innovative pressure imaging solutions primarily for wheelchair seating and other tissue injury prevention applications. .

You will have the responsibility of growing the business with new customers and markets as well as supporting our impressive current customer list in the Patient Mapping and Monitoring market segment. Your customers will be clinicians from hospitals around the world. Knowledge of the market, applications and strong relationships with customers and distribution partners are essential to success in the role.

**Foot Market** - XSENSOR has developed new products for the Foot & Gait measurement market. You will be responsible for market development and early sales activities. You will have the responsibility of developing the market for XSENSOR's new product in this well-established market. Your target customers will be Foot & Gait researchers, Human Performance scientists and clinicians around the world.

## Responsibilities

The Business Development Manager is responsible for:

- Develop and execute sales plan that increases market share in new and/or existing market base.
- Maintaining an in-depth knowledge of XSENSOR products. .
- Managing a lead portfolio of inbound requests, developing quotations and proposals.
- Establish and build personal relationships with channel partners and external customers
- Promote XSENSOR products to potential customers via direct sale, tradeshow, or through channel partners

# XSENSOR<sup>®</sup> Technology Corporation

The Leader in Intelligent Dynamic Sensing

- Maintain awareness of developments within the market segment, to provide feedback on customer issues, competitor activities, pricing trends, and marketing initiatives.
- Provide technical assistance and training as required to channel partners and customers.
- Maintain accurate and complete territory and account data within salesforce CRM system
- Frequent international travel expected in the future (up to 30% of time).

## **Accountabilities**

The Business Development Manager is accountable for:

- Delivering sales budget and development of new opportunities
- Keeping accurate and up-to-date records of all opportunities in Salesforce CRM system

## **Education and Experience:**

- Bachelor's degree in Business, Engineering, or other applicable
- 3+ years related experience

## **Computers and Technology**

- Confident in the learning/using software applications.
- Proficient with MS Office Suite (Word, Excel, PowerPoint & Outlook)
- Working knowledge of Customer Relationship Management (CRM) System

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