

# Global Head of Sales

Location - Remote/US



Send your resume to [careers@seqwell.com](mailto:careers@seqwell.com)

## Join the seqWell journey!

*Our mission at seqWell is simple. Responsive to the needs of our customers, we develop scalable genomics products that simplify sequencing workflows. Our workflow enables scalable multiplexing with fewer steps and cost-consuming normalization to achieve greater efficiency, cost savings, and minimize time to results. We are a fast-moving, innovative company focused on customers while providing a fulfilling work environment for our team members.*

## What we are looking for:

The Head of Global Sales is responsible for leading the global sales team (direct and distribution) in the execution of seqWell's commercial strategies, ensuring budgeted annual sales and profit objectives are met within designated territories. The position provides sales forecasts to the executive team to ensure our financial goals are on track and continually assess our go-to-market actions to ensure we are gaining and retaining new customers to achieve revenue targets. The position is accountable for ensuring the team builds effective customer relationships, develops new opportunities for growth and executes key account strategies. This role provides critical market/customer input into our NPD process and our strategic and go-to-market planning. This will involve routine 1:1 interaction both virtually and in the field, requiring frequent domestic travel, onsite in the Beverly, MA office and occasional travel outside the US.

## How you will contribute:

- Develop, implement, and monitor the territory business plans to meet assigned revenue targets and strategic objectives
- Responsible for the direction, support, coaching and motivation of the sales and distributor teams to enable them to meet their targets and objectives
- Routinely forecast, monitor, and control selling and other expenses for the district within assigned expense budgets
- Routinely and accurately forecast customer demand (i.e., product quantities and revenue, orders, shipments)
- Develop fruitful relationships with key accounts and KOLs across the globe
- Responsible for ensuring various sales analytics tools including CRM software (Hubspot) are completely utilized, updated, and reflective of evolving customer opportunities
- Responsible for ensuring that seqWell's commitment to customer satisfaction is performed, delivered, and constantly improved
- Drive a high level of interaction and engagement between other departments (e.g., Marketing, Customer Support) and local sales team & staff to ensure coordination of activities and alignment on common goals
- Responsible for the recruitment, development, retention, and management of the N.A. sales team
- Prepare assigned presentations for the BOD, potential partners and key customers

## Cross-functional responsibilities:

### Sales & Marketing

- Ensure alignment with sales strategies with marketing initiatives to optimize lead generation and enhance communication between the sales and marketing teams
- Collaborate with marketing and product management to craft messaging that delivers a compelling sales pitch, at an agreed cadence and utilizing all media channels
- Provide input into conference planning and execution, focusing on events aligned with immediate sales goals and limiting exposure in speculative events
- Collaborate with marketing to tailor content guidance that addresses sales needs, positioning, and pitch development, ensuring a seamless integration that uncovers and develops customers' explicit needs

### Product Marketing

- Contribute to the product development process by collaborating closely with product management
- Providing crucial commercial input, analyzing market needs, and incorporating customer feedback to enhance product development and launch

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## What you will bring:

- Bachelor's degree or equivalent in Life Sciences, MBA a plus
- A minimum of 5+ years' sales leadership (managing a team) experience in the genomics and NGS market
- Possesses a strong technical acumen and deep understanding of the next generation sequencing space, specifically the library preparation market
- The ability to engage and build relationships at the C-level
- Demonstrated ability to think strategically about business, product, and technical challenges within multiple technology segments as well as the capacity to build and convey compelling value propositions
- An effective communicator who can influence internal and external audiences, verbally and in writing
- The ability to develop and drive a high-performance sales team 1 year or more of successful sales or customer service experience

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seqWell is committed to being an equal opportunity employee. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability status, age, or veteran status or any other characteristics as protected by applicable law.

This position is not eligible for employment visa sponsorship