



Be part of a dynamic team that is using nanotechnology to enable routine, accurate, cost-effective analysis of genomic structural variation, in support of our mission of elucidating the genetic underpinnings of disease, increasing diagnostic yield, and ultimately improving patient outcomes. Nabsys is the pioneer in high-definition electronic genome mapping. Headquartered in Providence, RI, Nabsys uses proprietary electronic nanodetectors to analyze long DNA molecules traveling at high velocity. Our first-generation instrument and consumables have been shipping to customers for a year. We are currently scaling proven technology to substantially reduce cost and time-to-answer, on our way to making genomic structural information available to every laboratory.

Position: Market Development Manager

Nature of Role: The Market Development Manager for Human Genome Mapping is responsible for developing a globally syndicated marketing strategy that drives the growing global market for common and complex disease research using whole genome mapping. This person will build a global strategic plan highlighting key areas of focus in this important segment and lead regional counterparts in executing the global marketing strategy. This is a phenomenal opportunity for a visionary to help grow a rapidly moving genomics research market to make a significant impact in the course of whole genome mapping.

Responsibilities:

- Contributes subject matter expertise related to future market trends within genomic research in efforts to build a long-term strategic plan for whole genome mapping
- Identifies, analyzes, and translates product, brand, customer, and relevant information to frame and solve business problems and build effective marketing and business plans
- Effectively leads research efforts in primary market research projects and understands the public and private research environment
- Develops deep insight of common and complex genetic disease market segment including customer needs and technology landscape; identifies growth opportunities and builds business cases that enable sales plan
- Builds relevant market models to identify and prioritize high-value genetic disease research segment specific applications that will accelerate customer adoption and use of Nabsys technology
- In collaboration with regional leads, develops and drives annual genetic disease go-to-market strategy and drives alignment of strategy, messaging, and tactics globally
- Partners with internal and external agency teams to develop marketing content (campaigns, positioning, messaging, etc.)
- Builds close relationships with key customers, thought leaders, and industry influencers to stay abreast of emerging market trends and regulatory guidance
- Collaboratively works with the leadership team to drive the business strategy
- Identifies new applications, assesses opportunities for new partnerships and product offerings and integrates those into strategic plans

Requirements:

- Bachelor's degree required; PhD in relevant scientific discipline preferred; MBA not necessary but strongly preferred
- A minimum of 3 years of experience marketing to both academic or pharma R&D and clinical research labs

Nabsys is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.



- Must have designed the strategy for, and led the execution of, multiple successful marketing programs and product launches
- Strong analytical skills and ability to tie detailed analysis to larger strategy
- Effective collaboration in matrixed or highly cross-functional business settings
- Previous business strategy, business development, or strategic marketing experience related to genomics and new applications
- Experience in strategic consulting or product management would be welcomed
- Ability to influence across the organization at all levels, including previous experience in a highly matrixed organization would be preferred
- Experience with genomics markets and/or diagnostics product lines is strongly preferred

Compensation:

- Competitive salary
- Equity stake
- Benefits include health, dental, vision, 401(k) plan with 50% match up to 6% of base salary, unlimited vacation, life insurance