



MILabs is a young, fast growing and highly innovative player in the molecular and medical imaging industry, headquartered at the Science park Utrecht, the Netherlands. With state-of-the-art technologies in PET, SPECT, Optical imaging and X-Ray CT, MILabs competes with the largest biomedical device suppliers in the world. MILabs is recognized as a highly valued imaging technology provider for world leading universities, academic hospitals, CRO's and pharmaceutical companies.

Our team of employees and collaborators includes many of the leading innovators in in-vivo molecular and medical imaging systems. Our culture celebrates diversity and entrepreneurialism, and prizes the unique contribution of each employee. We are now looking for an

APAC Regional Sales & Marketing Director

In this ambitious and challenging role, the APAC Sales & Marketing Director (SMD) will develop and lead the expansion strategy for MILabs across the APAC region including the Middle-East Arabic countries and will have the responsibility for revenue generation across the region. More specifically, the APAC SMD will actively manage channel partnerships, as well as establish a direct sales and application support team for identified vertical markets and strategic accounts, across the region. Additionally, the APAC SMD will drive clinical and preclinical application development opportunities with our largest, most strategic customers as well as prospects and work in close collaboration with MILabs corporate to generate incremental revenue opportunities. Temporary location in Europe or US is possible and the candidate will eventually have to be located in Singapore.

Tasks & Responsibilities

- Creation of a comprehensive preclinical and clinical business development strategy for the region
- Actively train and develop sales & marketing resources in collaboration with all channel partners within the region, and set quantitative and qualitative objectives to manage their performance.
- Identify direct sales opportunities across all elements of APAC's vertical markets.

- Be viewed as a thought leader in industry circles by speaking at industry forums, having applications published and selling MILabs innovative solutions to key opinion leaders (KOL) in the APAC region.
- Take ownership for all forecasting and reporting of revenue targets in region.
- Provide guidance to the service and application support organizations on how to execute improvements
- Work with other preclinical and clinical business units within MILabs to leverage synergies between these markets and establish a common expansion strategy and revenue growth goals.

Preferred Competencies

- This role requires deep understanding of and competency in product and monetization strategy & models.
- Familiar with the full spectrum of MILabs' preclinical and clinical multimodal imaging technologies and systems (PET, SPECT, Optical, X-ray CT), as well as key differentiators between competitive offerings.
- Targets, cultivates, and manages high-level channel and KOL relationships to build influence and trusted advisor status.
- Sales leadership experience having built and managed sales/support teams in an international environment, with previous experience in the APAC region considered as a plus.
- Ability to tailor selling and marketing approaches to individual country opportunities within the APAC region.
- Experience in building, delivering and selling business cases to C-level audience.
- Consultative attitude; deliver clear messaging to our customers around strategy, vision, and most importantly, how our solutions add value to the customer.

Remuneration

Competitive remuneration, including bonus and pension scheme.

For further information on MILabs please visit our website www.milabs.com. To apply send your resume and motivation letter to jobs@milabs.com.