

**Title of Job: *Business Development Associate***

**Summary of Job Duties:** This position, within the marketing department of CRA, will include many diverse functions. These functions will require the BDA to review protocols, goals and objectives for the recruitment of new clinical trials to be placed within the site locations of CRA. The BDA will place an emphasis on obtaining studies with new companies and new therapeutic areas. The BDA will assist in implementing business strategies by developing and implementing tactical business plans to support sales growth and key account management strategies to ensure successful placement of studies. The BDA may be involved in the recruitment and development of new site locations in order to achieve company growth objectives. The BDA is responsible to achieve business development goals assigned to the company on a monthly and annual basis. The BDA will also be assisting the Site Managers/Lead Coordinators in achieving their patient recruitment goals through the oversight of study marketing plans and materials.

**Educational Qualifications:** B.A./B.S. in life sciences or previous business development experience preferred.

**Experience/Training:** Two to four years sales experience. One year sales experience in the clinical trials industry preferred.

**Licenses. etc:** N/A

**Status and Scope:** Reports to Vice President of Business Development

**FLSA Status:** Exempt

**Essential Job Duties:**

1. Identify and recruit clinical trial study proposals with Clinical Research Organizations (CRO's), pharmaceutical companies, and biotech companies for Clinical Research Advantage's network of clinical research sites.
2. Research pharmaceutical company's pipelines to discover new and upcoming clinical study opportunities for Clinical Research Advantage's network of clinical research sites with an emphasis on discovering new therapeutic areas, new contacts, new pharmaceutical/biotech companies and new CROs in the industry.
3. Make sales calls on targeted organizations, seek out new contacts, complete all questionnaires, make follow-up calls and review web sites to ensure that all potential studies are being reviewed. Prepare/deliver sales presentation which effectively addresses sponsors' needs and follow up to provide additional information, answer questions, resolve outstanding issues, and close sales.
4. Responsible for assisting with external advertising and recruitment of patients for ongoing clinical studies at our sites. Assisting with placement of ads via radio, paper, e-mail, etc. as



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well as creating and maintaining marketing material to be placed at our sites such as pamphlets, posters, etc.

5. Achieve or exceed company quotas established by the company.
6. Comply with all company policies, instructions and directives for the fulfillment of company objectives and maximum profitable sales. Maintain a computerized tracking of all ongoing leads, sales and works in process.
7. Be alert to competitive strategies/studies and communicate this information to management.
8. Evaluates new methodologies and markets that would increase revenue share and differentiate Clinical Research Advantage in the market place.
9. Attend annual industry conferences to promote Clinical Research Advantage and to obtain additional information on studies that can be placed at our network of sites.
10. Assist with identifying and recruiting new physicians to work as investigators for Clinical Research Advantage.
11. May perform other duties not specifically listed in this job description as assigned by the company.