

Marketing & Strategic Partnerships Manager (m/f) at German Accelerator Life Sciences, Munich, Germany

German Accelerator Life Sciences (GALS), a support program for German startups and young companies from the life sciences sector to internationalize their products, services, and business cases, will be launched in Boston in October this year.

For its marketing and partnering efforts in Germany, GALS is searching for a **Marketing & Strategic Partnerships Manager** to drive the business development, implement marketing strategies, and align the program development with growth opportunities. The successful candidate will work closely with the GALS team in the US to recruit top German life science startups to participate in the program in Boston, identify potential partners, and contribute to shaping the long-term strategy of the program.

Responsibilities

Marketing & Strategic Partnerships

- Develop, manage, and implement the Strategic Alliance Partner Program as described in detail below
- Develop and implement a go-to-market approach including channel, positioning, and promotion tactics to recruit top German life science startup companies and support key program objectives
- Create and execute an annual marketing & communication plan
- Build a strong promotional support network and initiate continuous development and improvement of the global communication strategy
- Provide analytics to assess the success of the global marketing strategy and make recommendations based on the findings
- Contribute to innovative and creative new marketing concepts by actively researching and tracking target audiences and market trends
- Collaborate and coordinate with the German Accelerator Marketing & Sales team in Germany & US to leverage existing channels and ensure optimal integration to achieve launch & growth goals

Internal and External Relationship Development

- Collaboration, exchange, and coordination with all project stakeholders in the US and Germany
- Publicly represent GALS to the German life science community, governmental, and private organizations, and host visitors and delegations

Strategic Alliance Partner Program

- Identify, build, and manage long-term relationships with strategic partners in pursuit of growth opportunities both in the area of sponsoring and the development of new product offerings
- Collaborate closely with strategic partners and manage partnerships to continuously develop unique, powerful, and financially rewarding strategic partnership concepts and terms that deliver provable results to the partners



Your Qualifications

- 5+ years experience in strategic marketing, business development, fundraising, product management, or related functions in the life science industry
- Substantial track record of forming strategic partnerships, conceptualizing market trends and issues, and integrating them into marketing and program strategies to align program development with growth opportunities; proven track record in fundraising or sales, excellent project management skills
- Business development experience with the ability to engage a wide range of stakeholders and cultures in a process that leads to measurable outcomes and agreed business results
- Reliable network and solid understanding of the German life science innovation landscape based on hands-on experience in either academia or industry, business development, or entrepreneurship in the field
- Analytic and decisive decision maker with the ability to prioritize and communicate key objectives and tactics necessary to achieve program goals
- Strong written and verbal communication skills in German and English; a persuasive and passionate communicator with excellent public speaking skills
- Passion, humility, integrity, positive attitude, mission-driven, and self-directed
- MSc/MA degree preferred; BA degree required

Applications accepted until October 23rd 2015. Start date: Immediate

About German Accelerator Life Sciences:

German Accelerator Life Sciences (“GALS”) supports German startups and young companies from the life sciences sector to internationalize their products, services and business cases. The Accelerator will be modeled after the existing German Accelerator with focus on Information and Communication Technologies (ICT) located in Silicon Valley, San Francisco and New York City. (<http://germanaccelerator.com>). Program participants shall gather international experience as well as refine and validate their business cases within the context of the US market. Additionally, they are expected to establish networks with potential clients, partners and investors with the help of experienced mentors.

German Entrepreneurship GmbH runs the German Accelerator Programs in Germany:
German Accelerator Silicon Valley, German Accelerator New York and German Accelerator Life Sciences.

Please send your application documents preferred via e-mail to:
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