



## **Business Development Manager**

### Job Description

The Canadian Advanced Therapies Training Institute (CATTI), develops and scales e-learning and on-site GMP training programs for efficient and rapid upskilling of the biomanufacturing workforce required in Canada and internationally. Although CATTI has been in development for a number of years, CATTI's official March 2021 launch forged a partnership with CellCAN and CCRM (Centre for Commercialization of Regenerative Medicine). CATTI's goals are to enrich the talent pool of highly qualified personnel (HQP) to keep pace with the fast growth of the cell and gene therapy field. Our purpose is to train and qualify individuals to prepare them for workflow under aseptic conditions, driving GMP manufacturing expertise globally. Additionally, we bridge the gap between one's academic background qualifications and their market readiness. For more information, please visit: [www.catti.ca](http://www.catti.ca).

### **Role summary**

CATTI's growth is rapid. We seek an experienced and dynamic Business Development Manager who is energized to be part of a rapidly developing start-up. This individual will acquire and manage new client and partner relationships. The ideal candidate will have a background in the advanced therapies industry (cell, tissue and gene therapy, vaccine production, other advanced therapies and/or biologics), experience in business strategy development, market analysis, lead generation/prospecting and tailored proposal writing. In this role, one will develop relationships with CATTI's clients, negotiate contracts and acquire new business. The Business Development Manager will partner with our marketing/communications team to conduct market research and develop a strategic business development plan. Additionally, there will be a close working relationship with the training content development team. Travel outside Canada is required for this position. This position will report to the CEO.

### **Responsibilities:**

#### **Strategy Development**

- Contribute to the development of the overarching corporate strategy to position the organization as a leader in education and training in advanced therapies in Canada and on the international scene with a focus on business results.
- Develop a strategic business development plan.
- Identify business partners, industry contacts, and decision makers to inform strategy and create opportunities (stakeholder analysis).
- Update the corporate business plan as needed.



### **Early Lead Generation**

- Utilize digital platforms, databases as well as CATTI's resources/relationships to identify potential customers that require robust training services in the biomanufacturing field.
- Lead early-stage communication with potential customers and drive the entire "sales-cycle" process. This includes signing of confidentiality agreements, proposal writing and service quotes, as well as diagnosing and defining prospective client's learning assessments/ pathways/activities.
- Maintain accurate prospecting activity records.

### **Proposal Generation**

- Lead the proposal process by working closely with the CEO and technical subject matter experts to understand client needs clearly and draft tailored and competitive proposals (including accuracy of scope, timelines, budgets, etc.).
- Follow-up on proposals in a timely manner, negotiate terms, drive closure on agreements and build the client base.

### **Market and Competitive Analysis**

- Utilize digital platforms and databases, as well as CATTI's resources and relationships, to assess evolving market trends.
- Acquire detailed knowledge of the competitive landscape in the advanced therapies space.
- Create regular and ad hoc market and competitive analysis reports to drive early lead generation. To that end, this will inform senior management in regard to training development content.

### **Digital Marketing Support**

- Provide support to marketing/communications team to help define key messages, grow inbound traffic and maintain company/brand awareness.
- Assist with the creation of website content.
- Manage contact list to support various digital marketing initiatives as needed.

### **Management Reporting**

- Provide monthly pipeline reports to senior management, including sales metrics (i.e. close ratios, pipeline graphics), progress/analysis on sales and marketing initiatives, lead nurturing and conference strategy.

NOTE: It is important to recognize that CATTI is still an evolving organization and, as such, represents a challenging and fluid working environment. Your duties will be influenced by the needs of the organization and will require flexibility and adaptability. It is also important to



recognize that both teamwork and effective project management are valued in the CATTI environment.

**Qualifications:**

- BSc required; advanced degree in a related field (MSc or PhD) desirable
- 2+ years of BD support experience in the pharma/biopharmaceutical/CGT industry
- Strong attention to detail and the ability to work with multiple stakeholders
- Extensive experience with market analysis, lead prospecting and proposal writing
- Prior business development experience in biologics or advanced therapies space is highly desirable

**Desired Characteristics**

- Fully bilingual (French/English)
- Very strong communication skills (oral and written), including abilities to interpret complex documents, and a great attention to detail.
- Exceptional networking and relationship building skills with potential clients
- Strong data mining and analytical skills, including expert use of various software and online platforms (learning management systems, Microsoft Excel, and others)
- Demonstration of refined project management skills and experience managing multiple priorities
- Intellectually curious self-starter able to adapt in a fast-moving environment
- Ability to work closely with highly collaborative, multi-functional teams

**Workplace**

- CATTI prefers candidates that reside in either Montreal or Toronto.
- Remote work for now
- Must be available for travel (once pandemic restrictions are lifted)

**Salary:**

- Base salary + performance compensation
- Permanent full-time position

Start date: As soon as possible

Please submit your applications to CATTI's CEO Vanessa Laflamme at [v.laflamme@catti.ca](mailto:v.laflamme@catti.ca), **before February 19, 2022.**