



Inside Sales Representative- AM- Asia Pac

About MaxCyte:

MaxCyte is a leading commercial cell-engineering company focused on providing enabling platform technologies to advance innovative cell-based research as well as next-generation cell therapeutic discovery, development, and commercialization. Over the past 20 years, we have developed and commercialized our proprietary Flow Electroporation® platform, which facilitates complex engineering of a wide variety of cells. Our ExPERT™ platform, which is based on our Flow Electroporation technology, has been designed to support the rapidly expanding cell therapy market and can be utilized across the continuum of the high-growth cell therapy sector, from discovery and development through commercialization of next-generation, cell-based medicines. The ExPERT family of products includes: four instruments, the ATx™, STx™, GTx™, and VLx™; a portfolio of proprietary related processing assemblies or disposables; and software protocols, all supported by a robust worldwide intellectual property portfolio.

Job Description

We are looking for high-energy, driven sales professionals with a growth mindset, strong technical aptitude, and a willingness to learn to join the MaxCyte commercial organization. Ideal candidates should be eager to advance in our organization by demonstrating their ability to be tenacious self-starters every day.

As an Inside Sales Representative, you will be part of the Asia Pacific Team (APAC) working together with the Director of Sales, Field Applications Scientists, and MaxCyte's APAC distributors such as Kikotech, Chayon, and many others to identify new cell engineering business within the fields of protein production, genome engineering, cell therapy, and more. This will also encompass a role where the qualified individual will have Academic accounts assigned to them as outlined below.

- Sales prospecting and new business revenue goal for accounts in their assigned academic territory.
- This representative will work closely with other members of the organization to maximize the revenue potential in their respective territories and identify new opportunities for impactful collaborations.

You will be interacting with our APAC Distributors, Marketing, Field Applications, and technical teams on a weekly basis. This is an exciting opportunity to play a critical role on our growing inside sales team and to make a major impact across MaxCyte's commercial organization.

Responsibilities:

Inside Sales

- Create a great first impression to our prospects and customers by providing them with a world-class experience
- Create and prioritize strategic target account lists within a defined territory alongside the APAC commercial team and distributors to help qualify and hand off leads to fill their pipelines
- Research and build new as well as existing commercial & non-commercial accounts
- Employ an omni-prospecting approach that is comprised of using email sequencing campaigns, outbound calls, LinkedIn/APAC messaging platforms, video outreach, etc.
- Conduct high-level conversations with key decision makers in prospect accounts
- Facilitate a smooth transition of qualified business opportunities to MaxCyte's APAC Commercial Team & Distributors
- Achieve monthly quotas of qualified meetings and opportunities developed on behalf of the sales managers they are assigned to work with.
- Help our organization to meet sales targets, provide accurate forecasting, and maintain leads, opportunities, and customer information in the Salesforce CRM database.
- Qualify in-bound marketing qualified leads and guide new leads to the products that best meet need by coordinating with MaxCyte's internal team to address customer and distributor questions or objections
- Support marketing events, both in-person and virtual via inside sales methods
- Share best practices for prospecting & account development with the global commercial organization

Academic Account Management

- Drive revenue and establish relationships with existing and new academic accounts
- Identify and manage academic customer profiles critical to closing a deal ranging from PIs, Lab Managers, Postdocs, Business Development Managers, to Procurement
- Present MaxCyte's technology platform & value proposition to new prospects in each technical vertical and customer segment
- Own, drive, and close the entire sales cycle end-to-end at named academic accounts. Coordinate across the team and other departments to obtain technical, legal, and business support as needed to help develop and win deals

About You

- Bachelor's degree in Biology, Molecular Biology, Biochemistry, or related field; or the equivalent knowledge and experience.
- Demonstrated ability to quickly grasp and master highly technical biological concepts and articulate them well to others
- Exceptional listening, verbal, and written communication skills. Ability to articulate well and think quick on your feet
- Strong desire to win business for the organization and open new doors in the commercial and non-commercial arena
- Strong communication and interpersonal skills combined with a customer-centric approach
- Tech-savvy, who is well versed in utilizing marketing & sales tools like Zoom Webinar, email platforms, etc.
- Ability to work in a fast-paced and changing landscape
- Strong sales-oriented focus in a customer facing role
- Excellent customer relations management skills

MaxCyte, Inc. is an equal opportunity employer. To apply, please send your resume and cover letter to careers@maxcyte.com. Please reference **Inside Sales Rep- Asia PAC** in the subject line.