

Reaktor

VACANCY

Business Development Manager

Requirements

- About 7 years' experience
- In sales and business development
- in healthcare
- Consultative selling from a solid understanding of the client's needs and perspective

📍 Amsterdam 🧳 Minimum of 7 years experience



Reaktor delivers digital solutions for innovative businesses worldwide. Based in Helsinki, the company recently started focusing its growth plans on healthcare as its first industry vertical. The Business Development Manager will ensure a solid stream of new business and develop longterm client relationships throughout western Europe.



Reaktor

Reaktor strategically partners with forward-thinking companies by offering design and technology solutions. Founded in Helsinki 20 years ago, Reaktor is now a globally operating company with seven offices and >600 employees. They've always been in the ideal position to pick and choose interesting projects, no matter the industry or sector. But recently, Reaktor started to strategically focus on dedicated verticals. The first one is their Healthcare Business Unit. Launched in 2021, it is already active in the Nordics with an annual revenue of just under EUR ten million. Their goal is to triple the revenue within the next five years by expanding into western European.

Their focus is on private healthcare providers that want to innovate and improve patient interactions using digital services. This includes appointment bookings, result visibility or online consultations. In addition to building tailor-made platforms to provide these services, Reaktor also provides more disruptive or experimental projects. These lie in personalized healthcare where there are many benefits of unlocking data to improve patients care, the patient journey, and ultimately their health outcomes.



New Business Developer – Health

The Business Development Manager holds the keys to Reaktor's new success story: a high-performing industry vertical with clear presence in the Nordics and western Europe. The Business Developer will work with the Strategy Director and the Business Director of Reaktor Health to define the strategy for breaking into this market, including a choice of first wave countries to start building the business. From there, they build a pipeline and close deals. The focus should be on longterm client relationships that Reaktor can partner for several years and ideally work on multiple consecutive projects that truly support and spur on the client's strategy. The Business Development Manager will secure sales via direct outreach through calls, correspondence and face-to-face interactions. To achieve this, there will be a strong focus on consultative selling – assisting the customer every step of the way to ensure client satisfaction and successful onboarding of the project teams. They will also capture and feed insights into the team to help develop its service offering and the overall business strategy.

“The Business Development Manager has a deep understanding of the healthcare market, its challenges, revenue streams, and decision-makers. With this knowledge they show themselves to be a trusted partner to potential clients while feeding current market knowledge into the development team, to continue to sharpen Reaktor Health’s portfolio for this vertical.”

– Janne Suokkonen, Strategy Director

Aside from identifying opportunities, building relationships and closing deals, the operational responsibilities of the Business Development Manager will consist of systematically assessing fit and viability of new client conversations; working with the team to undertake market research and analysis; managing the creation of proposals; and owning data collection, analysis, and reporting. After closing a deal, this role will also manage a successful transition to the delivery team and account manager.

The Business Development Manager will also coach and support colleagues to become experts in the healthcare field, and operate as a thought leader and influencer within this field. They will continuously contribute to the strategic direction, establish short- and longterm Business Unit goals with the Strategy and Business Directors.



The Candidate

This role offers a lot of freedom to explore international commercial opportunities and prove one's talent and skill as a consultative sales leader. The ideal candidate has a solid background of more than seven years' experience in both consultative selling – where tight project management and longterm client relations are key – and the healthcare and/or pharma sector. They are a good fit with Reaktor's flat culture and are energized by frequent, high-quality interactions with potential clients as well as the internal Reaktor Health team. They currently have seven core team members and around fifty design and technology experts working on client projects. The Business Development Manager is excited of the challenge to attract new business into a highly regulated yet differentiated market. ■

Interested? Reaktor is working with Top of Minds to fill this vacancy. To express your interest, contact Gijs Millaard at gijs.millaard@topofminds.com

