



## **Business Development Associate – Job Description**

(Calgary, Canada)

### **Genome Alberta Business Development Work Placement Program**

*October 2024*

***(As this position is funded by a grant, please double check applicant requirements before applying)***

#### **About Lumii**

Successfully discovering new medical treatments and improving patient access to these requires the collective effort of health communities. Patients, families, patient organizations, clinicians, researchers, Pharma, governments, and payors need to come together, but often lack ways effectively streamline efforts and collaboration. Lumii Inc. (Lumii), headquartered in Calgary, AB, specializes in building collaborative digital health programs, securely collecting and producing decision-grade real-world data and evidence (RWD/RWE), and developing digital tools to help health communities thrive. We enable patients, researchers, and pharmaceutical companies to accelerate clinical research, therapeutic development, and market access.

***“Lumii’s mission is to empower disease communities with the tools and infrastructure necessary to unlock the future of personalized treatment, access, and improved patient outcomes.”***

Lumii’s advanced digital health platform has best-in-class capabilities to ingest virtually any type of health data – clinical, patient-reported, wearables and remote sensors, electronic medical records (EMR’s). This data then enables patients and their healthcare teams to collect data securely while navigating patient privacy barriers, data ownership, and the complex international regulatory landscape to facilitate global research and access. This enables stakeholders to illuminate the unknown about their disease and be empowered with the tools needed to advocate for a quicker path to diagnosis, better standards of care, and accelerate development/access to life-saving therapies.

#### **Position Summary**

The contract full-time Business Development Associate will report to the CEO and support all business development and sales activities. They will be joining the Lumii team during a pivotal time as we scale our operations and expand our customer base globally. Primary responsibilities will involve market research supporting the CEO and Chief Scientific Officer in the identification, development, and qualification of prospective leads (focusing primarily on patient organizations, clinical researchers, and Pharma). The Associate will demonstrate creativity in designing, articulating, and selling Lumii’s products and services.

Lumii is seeking an individual who looking to build a career that has direct impact on patients and can change lives through advancing clinical research. Lumii’s vision is to accelerate 1,000 health communities by 2030. Our passionate, focused team have developed a culture of patient centricity, community, transparency and trust, empathy and compassion, and time and urgency. We have built an exceptional team of experts



and highly accomplished leaders who work at Lumiiio because together we can make the world a healthier place through empowering individuals to own their health journey.

### Position Responsibilities

- Market research and sales initiatives to drive revenue as part of delivering on the full sales lifecycle which will include prospecting and qualifying new leads through the pipeline to closing new business and renewing existing contracts with customers.
- Foster relationships with key stakeholders, which include Pharma executives (primarily Medical Affairs and Market Access), Patient Organizations, and Researchers.
- Collaborate and work closely with Marketing (to develop campaigns to drive customer engagement and in-bound leads) as well as the Projects and Product team and Leadership to develop sales strategies for customers.
- Educate customers on Lumiiio's unique value proposition and differentiators in a thoughtful way.
- Serve as the voice of the customer based on a customer's business needs, feedback, and usage patterns to drive continuous improvement across relevant business functions including product development and projects.
- Own and maintain the customer relationship management (CRM) tools and processes to build a weighted opportunity pipeline with accurate forecasting enabling data-driven product-market fit analysis and product decision-making by the senior leadership team.
- Handle in-bound customer communication and organize/escalate inquiries appropriately.
- Play a key role in supporting the annual budgeting process (and forecasted revenues), strategy, and execution planning.
- Attend conferences and trade shows

### Position Qualifications

- **An Alberta resident, qualified to work in Canada. (required)**
- **A recent graduate (graduated at or after April 1, 2022) from an Alberta post-secondary program with relevancy to business and business development. (required)**
- Customer facing experience (preferred in the health sector).
- Skilled communicator with excellent technology skills.
- Strong research skills combined with data and technology background
- Knowledge and experience of Microsoft Suite, HubSpot, and Atlassian Tools considered an asset.
- Reliable and confident in challenging situations.
- Strong organizational skills and detail oriented.

### ***About Genome Alberta's Business Development Industry Partnership Program:***

***In partnership with the Ministry of Advanced Education, Genome Alberta has launched a Business Development Industry Partnership Program. The Program seeks to pair recent graduates from business schools at Alberta's post secondary institutions with Alberta based life sciences companies that are utilizing genomics/omics technologies. The overarching goals of the program are to increase placement of recent Alberta Business graduates with industry and foster talent development to help industry enhance value and growth. Business graduates will be provided the opportunity to utilize their skills to pursue strategic opportunities by identifying new business opportunities and sustaining connections with existing clients/stakeholders. These work placements will last until Spring/Summer of 2025.***



*Lumii is an equal opportunity employer. All aspects of employment including the decision to hire, promote, discipline, or discharge, will be based on merit, competence, performance, and business needs. We embrace diversity as an essential way of business, be it race, colour, religion, marital status, age, national origin, ancestry, physical or mental disability, medical condition, pregnancy, genetic information, gender, sexual orientation, gender identity or expression, veteran status, or any other status protected under legislation.*

Application deadline: Posting will remain open until filled

Job Types: Full-Time, Contract (with opportunity for extension)