



Calgary Place 1 #1020 330 5th Ave SW, Calgary AB T2P 0L4
Tel: 403-250-2221, Fax 403-235-4147

Locations: Calgary
Company: BioAro Inc.
Job Type: Full-Time

Sales & Marketing Roles and Responsibilities

As a Sales & Marketing professional, you will play a pivotal role in driving business growth, increasing brand awareness, and expanding BioAro Inc.'s market presence. You will be responsible for identifying and developing new sales opportunities, promoting our innovative products and services—including bioactive supplements, genetic testing, microbiome solutions, and Health & Longevity offerings—and building strong customer relationships. You will also support the development and execution of marketing strategies designed to generate leads, strengthen the BioAro brand, increase customer engagement, and drive revenue growth while contributing to the company's overall business objectives.

Roles and Responsibilities:

- Identify and research potential customers, markets, industries, and business opportunities to generate new sales leads and expand market presence.
- Identify and target clinics, hospitals, healthcare professionals, wellness organizations, supplement retailers, distributors, and other potential customers across the Canadian market.
- Promote and sell BioAro's bioactive supplements, genetic testing, microbiome solutions, Health & Longevity products, and related biotechnology and software services.
- Conduct cold calls, emails, client meetings, presentations, product demonstrations, and follow-ups to generate and convert sales opportunities.
- Develop and maintain a strong pipeline of leads and sales opportunities through proactive prospecting, networking, referrals, digital outreach, and industry events.
- Conduct market research, competitor analysis, and customer research to identify industry trends, market demands, emerging opportunities, and competitive positioning.
- Develop and implement marketing initiatives to increase brand awareness, generate qualified leads, and support sales growth.
- Support digital marketing activities, including social media, email marketing, website content, promotional campaigns, and other lead-generation initiatives.
- Build and maintain strong relationships with existing and prospective customers through effective communication, engagement, and ongoing follow-up.
- Collaborate with internal teams, including sales, marketing, scientific, technical, and management teams, to develop tailored solutions, proposals, presentations, and marketing materials that meet customer needs.
- Manage the complete sales cycle from lead generation and qualification through presentations, negotiations, closing, and client onboarding.



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- Identify opportunities for upselling, cross-selling, repeat business, and long-term customer partnerships.
 - Represent BioAro Inc. at industry events, conferences, trade shows, seminars, and networking forums to promote the company's brand, products, and services and establish new business relationships.
 - Monitor and report on marketing campaigns, lead-generation activities, customer engagement, and sales performance.
 - Provide regular updates and reports to management on sales activities, marketing initiatives, lead generation, pipeline status, customer development, and revenue forecasts.

Qualifications:

- Bachelor's degree in Business Administration, Marketing, or related field.
- Strong understanding of industry trends, market dynamics, and customer needs.
- Excellent communication, negotiation, and interpersonal skills.
- Ability to work independently and collaboratively in a fast-paced environment.
- Results-oriented with a track record of meeting or exceeding sales targets.

Eligibility:

This position is funded through Genome Alberta's Business Development Work Placement Program. Applicants must be Alberta residents, eligible to work in Canada for the full 12 months, and recent graduates of an Alberta post-secondary institution.

How to apply:

To apply, please visit Genome Alberta's [Work Placement page](#) and navigate to the Business Graduates section.

Applicants must submit a completed application form, CV, and cover letter, addressed to:

Mitthua Sarkar-Banks

Director, People & Culture

Genome Alberta

msarkar-banks@genomealberta.ca

BioAro Inc.

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<https://bioaro.com>