



BennuBio, Inc.

6610 Gulton Court NE
Albuquerque, NM 87109

Director of Marketing

About the Company

BennuBio® is a young and rapidly growing biotechnology company based in Albuquerque, NM. Our proprietary instrument, the Velocyt®, is an ultra-high throughput flow cytometer that uses acoustic standing waves to focus the particle streams. It can analyze large particles such as spheroids and organoids and is particularly suited to rare events analysis on large sample volumes. The Velocyt has applications in every aspect of biomedical research, drug discovery and process monitoring.

About the Team

The BennuBio Commercial Team is responsible for marketing, branding, promoting, commercializing, and selling BennuBio's products which include instruments, consumables, reagents, services and software.

About the Job

Reporting to the Chief Operating Officer, the Director of Marketing will oversee all of BennuBio's marketing, branding and promotional activities. This is a hands-on role. A successful candidate will be able to execute these activities on their own and eventually build a team to support the effort.

Responsibilities Include

- Set top level marketing strategy.
- Implement well designed marketing and information campaigns to promote BennuBio's products.
- Hire, train, and supervise members of the Marketing team as needed.
- Work closely with customers to understand their needs and devise solutions using the Velocyt platform and other BennuBio technologies.
- Work closely with the Engineering Team to define, refine, and improve the instrument and associated software.
- Work closely with the Application Team to develop novel, proprietary, validated consumables, reagents, and assay protocols.
- Work closely with the Sales Team to develop pitch decks, brochures, and other collateral materials to support their efforts.
- Be responsible for all published and branded materials and public communications including the website, social media accounts, press releases, videos, webinars, trade show booths, technical notes, white papers, publications, brochures, manuals, help files, SDS, packaging, labeling, and marketing collateral.
- Manage the lead generation process and keep accurate, detailed, and duplicate free records in the company CRM.
- Participate in weekly management meetings to set strategy and ensure the efficient functioning of the company.



BennuBio, Inc.

6610 Gulton Court NE
Albuquerque, NM 87109

Qualifications

- 4+ years life sciences marketing experience with a proven track record of marketing success.
- Superior organizational and people skills.
- Understanding of and commitment to the commercial aspects of product development.
- Experience in flow cytometry, high content imaging and microscopy, tissue and cell culture, and/or related disciplines a plus.
- Advanced degree in science or engineering discipline(s) a plus.
- Ability to travel to customers, conferences, and industry trade shows (travel up to 25%).

Benefits

- Competitive salary.
- Stock options.
- Competitive health, dental and vision insurance.
- Paid time off.
- 401(k)
- A fun, exciting, collaborative work environment with cutting edge technology and the opportunity to truly make a difference for an emerging company.

Location

It is not necessary for the Director of Marketing to reside in Albuquerque, NM.

Other Info

BennuBio is only considering applicants who have valid authorization to work in the U.S., in this position, for the Company. BennuBio does not sponsor employment-based visas for this position.

How to Apply

Please send a resume and cover letter to: info@bennubio.com or find the job listing on ZipRecruiter.