

Business Development– Integrated Direct Marketing programs for Healthcare

Strata Company provides integrated marketing solutions by combining digital, web and print into successful marketing campaigns. We create programs on behalf of hospitals that market to targeted consumer and patient populations. Strata Company has been twice named to Philadelphia's list of 100 fastest growing companies.

We are seeking experienced and motivated Business Development professionals to help contribute to the next phase of our business growth. Successful candidates will be able to understand and apply consultative strategies to meet the needs of prospects and clients

You will work under the leadership of our VP of sales to cultivate both existing relationships and to establish new opportunities, through prospecting and lead generation (marketing leads, cold calling, networking, tradeshow, and research). You will be responsible for developing a pipeline of potential clients, identifying qualified opportunities, initiating the sales cycle and working with the VP, as needed, to close. Your primary contact will be with senior level marketing executives of healthcare organizations.

The successful candidate will be self-driven and disciplined, as well as possess a strong work ethic and passion for driving sales. This position requires some domestic travel (~10%).

- Ability to communicate effectively, both written and verbal
- Works well under pressure
- Intelligence and a positive attitude
- 2+ years of successful business development experience
- Experience working with Healthcare
- Degree, Marketing or Business preferred.

Compensation and Benefits:

- Base salary plus commissions
- Health, life, and disability insurance
- 401 K

To learn more about the Strata Company, check us out at www.gostrata.com.

Other search words: sales, account executive, (other sale titles)
