



Sales Specialist – Double Helix Optics

About Us

Double Helix Optics is an emerging leader in 3D imaging for life sciences. Built on technology originally developed in the labs of Dr. Rafael Piestun at the University of Colorado, Boulder and Dr. W.E. Moerner (Nobel Laureate) at Stanford University, the company is known for its Light Engineering™ engineered PSF technology. Our technology enables imaging and tracking with unprecedented combination of precision and depth, offering one order of magnitude enhanced precision than conventional, diffraction-limited imaging and with depth ranges exceeding 20 microns in a single shot.

A growing start-up company, based in Boulder, CO, you will be working in an exciting, fast-paced, but also relaxed and flexible working environment. As a small company, you will be close to all aspects of the business. There will be room to grow with and within the business. You will be expected to be self-managing, proactive and collaborative.

Double Helix Optics is an equal opportunity employer. We evaluate qualified applicants without regard to race, color, national origin, religion, gender, age, marital status, disability, veteran status, sexual orientation, gender identity, or any other characteristic protected by law.

Job Summary

The Sales Specialist is a key member of the company team. You will work directly with the CEO to promote and execute sales of the SPINDLE product line to the Life Sciences and Pharma R&D community. You will build and maintain customer relationships and execute sales plans and recommend strategies to meet the customer's needs. Superior execution of this job may lead to advancement into sales management. Home base location is flexible.

Key Job Responsibilities:

- Generate qualified leads and secure sales.
- Consult with the customer to understand, evaluate and qualify customer needs and recommend appropriate product.
- Develop sales plan to achieve sales goals.
- Develop forecasting models based on market trends, statistics, sales channel data and corporate goals.
- Recommend and implement strategies designed to increase sales of Double Helix products.
- Works with customers or other experts to generate appropriate field data and application notes or publications which highlight product benefits and helps differentiate Double Helix products.
- Organize and perform product demonstrations.
- Work with engineering and customers to solve product related issues and problems.
- Provide performance and product feedback to team for continuous product innovation.
- Keep up on trends and emerging application in the market, suggest modification and additions to roadmap based on market direction and competitive offerings.

Target Markets:

Life Science Research & Academic Institutions and Medical Schools; Pharma and Biotech R&D

Qualifications

- MS or PhD degree in biology, bioscience, biomedical engineering or related scientific field
- 5+ years Microscopy or related instrument sales; Pharma sales experience a plus
- Word, Excel, PowerPoint, MS Outlook, HubSpot
- Excellent communication and presentation skills
- Strong time management skills
- Ability to work outside regularly scheduled work hours as needed; willingness to travel
- Eligible to work in the United States

If you looking for an opportunity to work with an emerging market leader recognized for their innovative and path-breaking 3D imaging technology and you are looking to grow your career as part of an expanding young company, this may be the right job for you.