



About Us

Join the Mindera Health team! We're creating a precision and personalized diagnostic platform for patients, physicians, and payers to effectively achieve therapeutic benefits for skin diseases faster and at a lower cost. Mindera Health is commercializing scalable non-invasive biomarker extraction technology and data analytics to profile over 7,000 biomarkers per sample collected through a patented non-invasive dermal biomarker patch. Combining Machine Learning with high-throughput Next-Generation Sequencing is the foundation for a new era of Dermal Intelligence™ – actionable information for payers, providers, and patients to improve health outcomes and reduce healthcare spending.

The company's flagship test, Mind.Px™, provides a treatment algorithm to prospectively predict a patient's response to expensive psoriasis biologic drugs.

Mindera won the prestigious 2020 MedTech Award for Most Innovative Dermatology company. Our office is located in San Diego, CA. Find out more about us at minderadx.com.

We are looking for an Inside Sales Associate

This full-time position will be eligible for a comprehensive and valuable benefit program, including 100% paid medical, dental, and vision premiums for employees, 15 days PTO, 12 holidays, flexible spending accounts, and up to a 4% 401K match! In addition, team members may be eligible to participate in an annual bonus plan tied to company and individual performance, or an incentive plan. We also offer a long-term incentive plan to align company and colleague success over time.

This position will be based in San Diego, California and will be primarily an office based, Monday-Friday position.

Position Overview

We are seeking a highly motivated, self-starter Inside Sales Associate to open doors and build new relationships with healthcare providers and clinical practice staff for a next-generation dermal biomarker test.

This role will work in close collaboration with the sales, marketing and clinical teams and report to the Head of Marketing. This role is a great "foot in the door" opportunity for a lucrative career in biotech/pharma/enterprise sales.

Here's a little more about the position responsibilities.

Successful candidates will be able to:

- Identify prospects and contacts for outreach, secure meetings with key decision-makers, and manage a robust pipeline of marketing qualified leads.
- Work within a specific target physician segment, and in some cases, a geographic region, to drive product awareness, interest, leads, and new account opportunities to the sales team and support their broader activities.
- Enter calls, activities and customer information into a CRM (Salesforce) and update as needed to keep all stakeholders informed.
- Use a combination of cold calls (~30 per day), cold emails, LinkedIn messaging and other outbound communication methods to reach your target audience and schedule the required number of monthly sales interactions.
- Establish personal connections with clinical, practice staff and NP/PA's to open new pipeline opportunities and schedule meetings for Account Managers
- Use sales and marketing automation tools to enhance exposure within target accounts, measure inbound and outbound activities, and monitor effectiveness of personal sales activity.
- Achieve goals for sales activities, including outbound calls made, new prospects identified, meetings scheduled and meetings completed.
- Meet SLA's and demonstrate diligence in following up on responses from prospects and persistence in making multiple attempts to each prospect for improved response rates.
- Provide market feedback on competitive activity, pricing, and other industry trends to marketing and sales stakeholders.
- Contribute the company culture by embracing and enhancing company values.

We are looking for candidates with the following education and experience.

- Minimum 2 years inside sales or field sales experience. Prefer experience within pharmaceutical, biotechnology, or lab sales.
- BS/BA degree. Preferably with business, marketing, or healthcare major or additional comparable experience without a degree.
- Excellent verbal and written communication skills
- Demonstrated ability to communicate complex information into an "elevator pitch" to get someone's attention and persuade them to take action
- Experience with sales and prospecting tools, such as Salesforce, Outreach, LinkedIn Sales Navigator and ZoomInfo

If you believe you can help achieve a greater purpose with passionate, high-performing, and talented people, then we want to hear from you. Please send your resume to careers@minderhealth.com

