



# Your career at Bruker – Develop your potential

Bruker Corporation's companies belong to the world's leading analytical and measuring instrumentation manufacturers in the sector of life sciences. For the last 60 years Bruker has been fulfilling one single purpose: to deliver the best technological solution. Today, more than 8,500 employees worldwide are working on this challenge, in over 90 locations in all continents.

Bruker BioSpin PreClinical Imaging is a leading manufacturer of MRI, PET, SPECT, micro-CT and MPI systems for pre-clinical research. Our products range from desktop systems to ultra-high field MR instruments using latest technologic advances.

We offer a competitive position in an innovation-oriented industrial environment with strong links to academia. You will be integrated into our development team implementing novel MR sequences and reconstruction methods. This requires a close collaboration with our colleagues in software-, hardware-development and applications. Collaborations with our academic partners will bring you in contact with leading experts in the field

## Junior Market Manager (m/f/d) in Ettlingen (Germany)

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(Reference Number: 2023-15265)

### RESPONSIBILITIES

- Accountable and responsible to **develop and execute a go-to-market strategy for the assigned market at a global level.**
- Responsible and accountable for **market research, segmentation, and sizing.** Gathers and analyses market insights, customer pain points and requirements, market trends and identifies growth drivers and business opportunities.
- **Identifies market and customer needs** and translates this into competitive value propositions to leverage existing product portfolios in market segments of the person's responsibility.
- Accountable for establishing a **uniquely differentiated and value-rich solution offering for the person's market**, based on existing solution product portfolios of adjacent market segments.

### QUALIFICATIONS

- **Advanced degree in life or natural sciences or closely related disciplines (MS and or PhD desirable)**
- 5+ years' commensurate experience working in the specific market. Deep understanding and insight of end-to-end value chains for the person's markets.
- In-depth understanding of the dynamics in the person's market: adoption rates, adoption hurdles, price elasticity as well as use cases at different decision nodes in the value chains.
- Proven success in working in a global, multi-cultural organization desirable.
- Proficient in the use of software tools (MS office, CRMs, project management). Affinity for software, software development.

- Accountable for the **creation and validation of compelling value propositions** in close collaboration with Platform-PMs and Solution-PMs and commercial organization
- Accountable and responsible to manage a **network of collaborators** and KOL's in the person's market. **Partner with the sales** team to establish global relationships with key organizations, with special emphasis in key accounts and global deals.
- Accountable for **go-to-market initiatives, market solution launch plans and sales trainings**, closely collaborates with Platform-PMs and Solution-PMs and the commercial organization (sales management and business development).
- Accountable for **the lead generation and sales campaigns** and the definition of the annual marketing lead generation objectives, in close collaboration with group marketing for the market, and related event planner.
- Performs **competitive market analysis**. Identifies competitive and alternative offerings across the market value chain. Assesses their strengths and weaknesses.
- Fluent in English (min. C2 Level)
- Flexibility and seeing change as an opportunity and excitement for new challenges.
- Able to work autonomously and quickly adapt to new situations.

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