

Market Development Representative

Full Time, Virtual (Europe preferred), Exempt

Location: Europe (preferred) at your home office

Department: Business Development

Reports To: Chief Growth Officer

Position Opens: April 15th, 2025

Position Closes: May 16th, 2025

Job Description

Impact Laboratories (IL) seeks a passionate and motivated Market Development Representative to grow our multiple programs, raise our profile, and increase our revenue and impact. The successful candidate will have a demonstrated ability to successfully conduct business development and sales efforts that grow nonprofits, private enterprises, and/or business units. Experience working in corporate sustainability, green labs, green buildings, or a related field is desirable.

This is a full-time position. IL is a 100% remote workforce: this position will be permanently based out of a home office. Less than 30% travel is expected. Compensation includes a base salary commensurate with experience ranging from \$50,000–60,000 plus commission on sales and a generous benefits package that includes health insurance, a 401(k)-matching program, and a generous vacation and holiday allocation.

Overview of Responsibilities

The Market Development Representative will be part of the international revenue generation and brand building team with a focus on labs, manufacturers, and partners. Working with the Business Development Team, they will grow the organization's revenue and drive sales of our flagship program: Green Lab Certification. The Market Development Representative must be an entrepreneurial self-starter who has demonstrated experience delivering on business development and revenue targets in a high-growth environment. IL takes a data-driven approach to our mission, so the Market Development Representative must understand how to leverage technology platforms to track their work and quantify their performance relative to the organization's goals and KPIs. Working with our technical program and auditing team, the successful candidate will be able to find and recruit new customers and close deals while ensuring a seamless and positive customer experience.

IL's Market Development Representative must be passionate about the organization's mission and be able to clearly articulate its importance and relevance both in the context of the global sustainability movement as well as within the scientific community.

Impact Laboratories Background

Laboratories represent an enormous, untapped potential for sustainability. They discard over 12 billion pounds of plastic annually, and they consume 5-10 times more energy and water than office spaces. Worldwide, laboratories comprise an industry that is 3 times the size of the building products space and just over half the size of the automotive industry.

My Green Lab, Impact Laboratories parent company, was founded as a non-profit organization dedicated to reducing the environmental impact of laboratories by building a culture of sustainability through science and directly engaging scientists and the teams of people who support them. Since its founding in 2013, MGL has grown from a grassroots effort to the most influential organization in the laboratory sustainability space.

Impact Laboratories was launched as a commercial subsidiary of My Green Lab in April 2024 with a mission to scale the world's most trusted green Lab certifications and tools. In addition to providing third-party verification for My Green Lab Certification, Impact Laboratories will issue certificates for the My Green Lab Accredited Professional (AP) and provide marketing and business development support for all My Green Lab's revenue generating certifications including My Green Lab Certification, My Green Lab Accredited Professional and ACT, My Green Lab's Ecolabel.

Key Responsibilities

The key responsibilities of this position include, but are not limited to:

Lead Generation

Identify and develop new outbound leads through attending conferences, online research, cold calling and liaising with partner organizations to ensure a robust funnel of new potential prospects.

Business Development

Public face of the IL organization that shares our mission with the scientific community. Build partnerships and relationships with key industry associations and organizations to reach new markets and customers.

Sales

Manage all aspects of the sales process including, proactively following up on inbound and outbound leads, creating proposals, and closing deals in line with IL's aggressive growth and impact targets. Ensure all leads and opportunities are tracked properly and updated regularly in CRM platform.

Account Management

Work with the Programs team to ensure appropriate project timelines so that contracts are executed on time and above expectations. Gather customer feedback to improve processes and manage and grow long term relationships with accounts that lead to repeat and growing partnerships.

Public Speaking

Represent My Green Lab at in-person and online events to raise the profile of the organization. Event responsibilities may consist of networking, lead generation, and presentations to audiences of varying size.

Customer Onboarding and Support

Working with the Programs team, ensure the customer journey is seamless from initial contact through program completion. Requires organization and a task-oriented approach to track the customer's journey, communicate in a timely manner, follow up on expanding sales opportunities, maintain rapport with customers, and provide feedback to leadership when issues arise to ensure a quick and proactive resolution is met.

Required Qualifications and Experience

- Demonstrated passion for IL's mission and sustainability in general
- A track record of market/business development helping grow an organization(s) or business unit(s)
- Comfortable with public speaking and ability to have a screen presence
- Experience with the Microsoft Office 365 Suite
- Excellent written and verbal communication skills

Preferred Qualifications and Experience

- Experience meeting sales and revenue targets in a growing organization
- Experience with a CRM
- A bachelor's or master's degree in a related field

- Experience in an industry or industries pertinent to laboratory research
- Sustainability passion and knowledge (green labs, green buildings, corporate sustainability or similar)

Impact Laboratories is a fast-paced and dynamic work environment, so the ideal candidate will be a flexible self-starter who embraces change and continuous improvement. The successful candidate will demonstrate interest in professional development and advancement within the role as they take on increased responsibility in line with the growth goals of the organization.

Impact Laboratories is an equal opportunity employer. We are committed to creating an inclusive environment for all employees.