



## Senior Business Development Representative Greater Boston Area Full-time

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**About REACH.** We are a startup market research company aiming to help the world's life sciences professionals master any rare disease market, quickly. Our work is a combination of research, data analytics, and storytelling. We are looking to expand our team to build on and accelerate our early momentum. Our clients include pharmaceutical and biotechnology companies, life sciences consulting firms, and academic institutions.

**About the Role.** REACH is seeking a highly motivated and proactive Senior Business Development Representative (BDR) to join our growing team. In this role, you will focus on identifying, engaging, and nurturing prospective customers to generate new business opportunities. The position offers exposure to senior leadership and enterprise clients, providing the opportunity to further develop your sales skills through ongoing training, mentorship, and hands-on experience. The Sr. BDR will play a critical role in building and advancing the sales pipeline by researching target accounts, executing strategic outreach, and maintaining consistent follow-up with prospects to move opportunities forward. This position requires a disciplined and persistent approach to prospecting across multiple channels while maintaining a strong focus on organization and pipeline development. Success in this role requires excellent written communication, strong organizational skills, and the ability to consistently engage prospects through thoughtful outreach and follow-up. The ideal candidate is comfortable leveraging modern sales technologies, quickly adopting new tools, and thrives in a fast-paced environment where proactive outreach and pipeline management drive results.

### Key responsibilities include:

- Conduct research to identify potential new customers within REACH's target markets.
- Build and maintain organized prospect lists within our CRM and prospecting tools.
- Execute targeted outreach campaigns via email, LinkedIn, phone, and other channels to generate introductory meetings for senior REACH team members.
- Actively monitor engagement with outreach campaigns (opens, clicks, replies, etc.) and prioritize timely follow-up with interested prospects.
- Conduct consistent follow-up with potential customers to move conversations forward and increase meeting conversion rates.
- Respond to inbound inquiries from prospective customers in a timely manner.
- Qualify prospective customers by asking relevant questions to understand their needs and fit.
- Schedule introductory calls between qualified prospects and senior REACH team members.
- Maintain accurate and up-to-date records of outreach, prospect interactions, and pipeline activity within our CRM system.
- Follow up with prospects after introductory calls to maintain engagement and support opportunity progression.
- Meet or exceed monthly and annual outreach, meeting, and pipeline development targets.

**What we're looking for.** We care about the usual items (e.g., education, work experience, technical skills); these are the fundamentals that you'll see below. We also care deeply about who you are as a person – your values, soft skills, and attitude towards working amidst constant change and challenge. If you are

someone who wants to figure out new ways of doing things and not just follow a predefined formula, then REACH might be the place for you!

### **Qualifications**

- 2 to 4 years of experience in business development, sales development, lead generation, or a similar outbound prospecting role, ideally in the life sciences.
- Proven experience conducting outbound prospecting and multi-touch outreach campaigns via email, LinkedIn, phone, or other channels.
- Demonstrated ability to consistently follow up with prospective customers and manage multiple conversations simultaneously to move opportunities forward.
- Strong written and verbal communication skills, with the ability to craft clear and professional outreach messages.
- Highly organized with strong attention to detail and the ability to manage prospect lists, outreach activity, and follow-ups across multiple tools and channels.
- Experience working with CRM systems (e.g., HubSpot or similar) to track outreach activity, prospect engagement, and pipeline progress.
- Comfortable using or quickly learning sales and prospecting tools such as LinkedIn Sales Navigator, email automation platforms, and contact databases.
- Self-motivated with the ability to manage outreach activity and follow-up priorities independently in a fast-paced environment.
- Experience working toward outreach, meeting-setting, or pipeline generation targets is required.
- Strong problem-solving skills with a proactive attitude towards finding solutions.
- Bachelor's degree required with preference in business administration, marketing, or a related field.

### **Physical Requirements**

- Prolonged sitting: Must be able to sit at a desk for extended periods while working on a computer.
- Repetitive hand and finger movements: Regular use of a keyboard, mouse, and other office equipment.
- Vision: Ability to view a computer screen for long periods, including close vision and focus adjustment.
- Hearing and communication: Adequate hearing to participate in virtual meetings and telephone conversations, with or without accommodations. Ability to communicate clearly and effectively.
- Minimal physical exertion: This role may involve minimal lifting (up to 10 lbs) and occasional standing or walking within the home office space.
- Workspace setup: Must have a dedicated, ergonomically sound home office environment, including a comfortable chair and desk. The employee is responsible for maintaining a safe and organized workspace.

### **Benefits**

- Health coverage including medical and dental insurance
- 401(k) plan with Company match
- Unlimited paid time off (if you're not taking time off, we will insist that you do)
- Work from home with attendance to one team offsite meeting per year
- Flexible schedule with most working hours during business hours in eastern time



**Compensation:** Base salary of \$70k (plus commission tied to meetings and lead conversions) with on-target earnings of \$120k.

**Location:** Must reside in the state of Massachusetts. This is a hybrid role requiring one in-office day per week in Newton, MA.