



**We are looking for a**

## **Business Analyst Marketing & Sales**

### **Who are we?**

Medis was created in 1989 as a spin-off of the Leiden University Medical Centre (LUMC Netherlands). Our founder and current CSO, Hans Reiber, built the company focusing on X-ray and image analysis of the heart and with the mission to make these tools available to all medical researchers and specialists.

For over 30 years, Medis has been providing high quality quantitative analysis solutions for cardiovascular imaging to the medical community. Our heritage and core values are based on this strong purpose of contributing to a healthier society by providing the right tools to cardiologists, radiologists, researchers, and industry partners.

Based on the principle “to measure is to know” we support medical professionals with determining the best diagnosis and the subsequent treatment strategies for all patients. Our software creation and realization process is as simple, as it is unique: starting from a medical need that develops from concept to product. In Medis, this continuous innovation leads to new software solutions based on new ideas for the ever-changing cardiovascular imaging environment. And at the same time, we remain relevant in a social and sustainable way. At Medis, quality is key.

### **Medis. Imaging solutions in a Heartbeat.**

### **What will your role be?**

The Business Analyst will be a member of the Medis commercial organization, reporting to the CCO. He/she will work closely with Medis’ Sales Managers and/or Commercial Operations, Marketing, CTO and Finance/IT.

The primary responsibility of the Business Analyst is to review and analyse business processes, primarily within the Marketing & Sales department (such as sales operations, services and other workflows) to optimise and improve the user experience and increase productivity through change management initiatives. This also includes the management and development of (commercial) Business Tools and software (eg. Salesforce), to ensure full utilisation and tailoring of the platforms to match and support business objectives. The Business Analyst is the link between M&S and other departments such as Product Development and Finance.



### **Key Responsibilities:**

- Provide expert support to key stakeholders in managing system and process changes
- Being an expert and advisor on Business Tools solutions, consult and liaise with stakeholders to define new processes, capture existing and re-engineer procedures.
- Partner with key stakeholders to determine how to meet today's and future business requirements and deliver improved user experiences that reduce cost and save time.
- Create test scenarios for new functionalities and/or enhancements, ensuring functional requirements are met.
- Challenge current practice and provide possible solution options for consideration.
- Lead projects and initiatives that enhance Salesforce and Salesforce CPQ (Configure, Price, Quote).
- Salesforce system maintenance and configuration, including user set up, roles, profiles, groups, queues, security and permissions, workflows, validation rules, custom objects and fields.
- Salesforce CPQ system maintenance and configuration, including products configurations, pricelists, quote templates, approval workflows.
- Supervise and advise on all Marketing & Sales Business Tools and functionality enhancements
- Monitor and analyse metrics, system performance, and user activity.
- Perform new release evaluations and execute new functionality rollouts.
- Regularly audit data to uncover data integrity issues and/or opportunities for process improvements.
- Develop complex reports and dashboards to support the delivery of business key metrics.
- Together with the Sales Analyst deliver effective training modules and user guides for Salesforce.
- Identify and develop super user knowledge and capabilities across the business and update relevant documentation.
- Develop cost analysis, design considerations, and implementation timelines.
- Assess project requirements and identify suitable resources, internal or external.
- Interact with third party vendors and developers where appropriate.

### **The profile we are looking for:**

- Bachelor degree in Business/IT/Project management studies
- At least 3 years working experience in relevant roles for the Job
- Familiar with SalesForce (CRM and CPQ) or other commercial business tools used in B2B and preferably Healthcare environment (Exact and Jira are a strong plus)
- Ability to interface with both internal team members and external customers as part of solution-based sales approach
- Experience with Project Management and Change Management in Business Processes



### **Personal Skills and competences:**

- Ability to break down a complex problem into simpler and manageable tasks
- Excellent communication, presentation, interpersonal and problem-solving skills with the ability to handle complaints, settle disputes, and resolve conflict.
- The Business Analyst will be adaptable and embrace change, while being the change agent
- Competent technical understanding to support the team and platform.
- Ability to perform all communications tasks, written and verbal, in English.
- Professional and confident in speaking to small and medium-sized groups
  - Ability to energize, develop and build rapport at all levels within an organization
  - Ability to work both within a team and independently
  - Flexible, with a hands-on and pro-active mentality
  - Outstanding problem-solving skills and strong organizational skills
  
- **What Medis offers you:**
  - An attractive compensation plan
  - International, young and diverse colleagues
  - Personal growth and development plan
  - Innovative, highly relevant products that make a difference