

Business Development Associate, Life Sciences

miniPCR Dx | Arlington, MA

About miniPCR Dx

miniPCR Dx develops accessible DNA testing solutions that bring molecular testing out of the laboratory and into real-world settings. Our products enable customers to use PCR and DNA analysis for applications in animal genetics, agricultural testing, and other emerging, underserved markets.

The Role

We are looking for a **Business Development Associate** to help expand miniPCR Dx's customer base and develop new commercial opportunities. This is a dynamic role for someone who is scientifically curious, commercially minded, and comfortable working directly with customers in an entrepreneurial environment.

You will help identify, engage, and develop prospective customers and partners for miniPCR Dx products. You will work across marketing, sales, product development, and customer support to understand customer needs, communicate the value of our DNA testing solutions, and turn market opportunities into business growth.

What You'll Do

- Identify and develop new customer and business opportunities through outbound prospecting, inbound leads, market research, and industry outreach
- Communicate with prospective and existing customers by email, phone, and video conference to understand needs and determine whether miniPCR Dx solutions are a fit
- Explain DNA testing workflows, products, and applications clearly to both technical and non-technical audiences
- Qualify leads, manage opportunities, and maintain accurate records in our CRM
- Support product demonstrations, quotations, proposals, and sales follow-up
- Build relationships with customers, distributors, industry partners, breeders, farms, laboratories, and other potential users of miniPCR Dx technology
- Research new markets, customer segments, competitors, and product applications
- Gather customer feedback to inform product development, marketing, and strategy
- Help develop sales and marketing materials, campaigns, and customer resources
- Manage the miniPCR Dx website, e-commerce, and social media presences
- Travel to trade shows, conferences, and customer sites
- Support webinars and other customer-facing activities
- Track business development activity and contribute to sales forecasts and growth plans

What We're Looking For

- Bachelor's degree in biology, biotechnology, agriculture, animal science, or a related field
- Strong interest in applying biotechnology to real-world problems
- Excellent written and verbal communication skills
- Ability to explain scientific concepts clearly and engage with customers
- Organized, persistent, and comfortable following up with prospective customers
- Strong research and problem-solving skills
- Comfortable learning new technical products and applications
- Self-directed and able to manage multiple opportunities and priorities
- Experience with the following is a plus
 - CRMs, sales, business development, customer support, and marketing
 - PCR, molecular biology, genetics, and diagnostics workflows
 - Agriculture, breeding, 4H and other farm activities

What Success Looks Like

In this role, success means building a growing pipeline of qualified opportunities, developing strong customer relationships, and helping miniPCR Dx identify and capture new markets. You will become a resource for customers and an important source of market intelligence for the broader miniPCR team.

Location

Arlington, MA

Compensation

- Salary range: \$70,000–\$100,000, depending on experience and level

Benefits

- Medical: choice of two plans, with up to 90% employer contribution
- Dental: 75% employer contribution
- Long-term disability coverage
- 401(k) with 4% employer contribution
- Time off: 15 days PTO, 10 paid holidays, 3 personal days, unpaid personal leave

Why miniPCR Dx

We believe biotechnology should be accessible beyond traditional laboratories. Our products are used by people around the world to make molecular testing more practical, accessible, and useful. You'll join a small, collaborative team where your work can have a direct impact on customers and the market.

How to Apply Email your cover letter and resume to team@minipcr.com