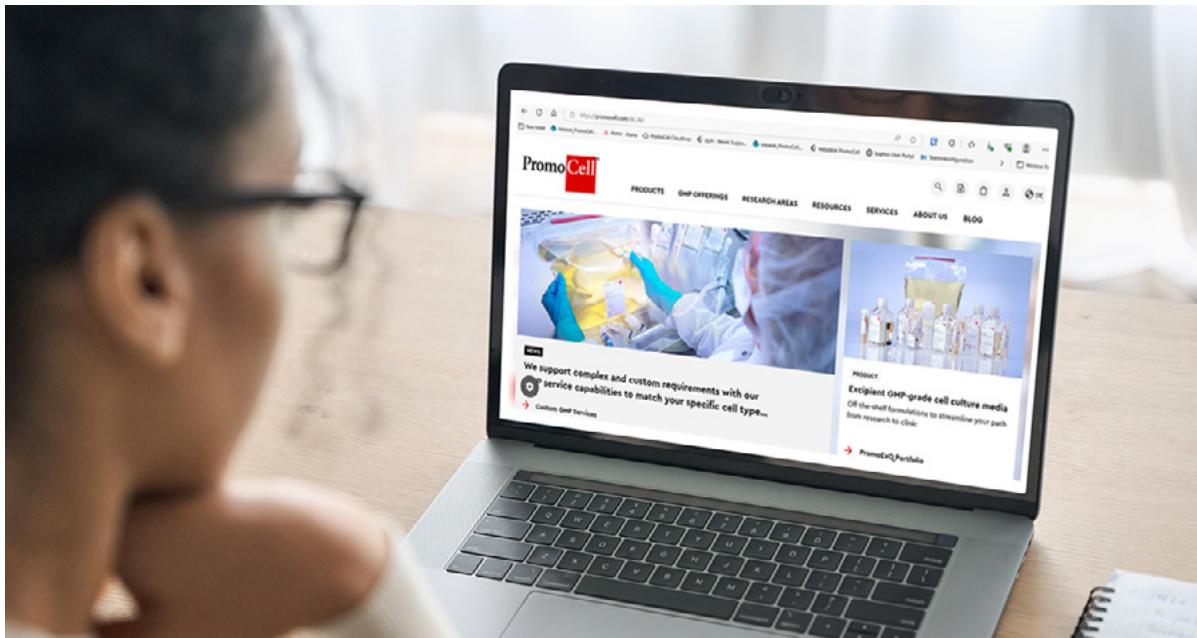


We're hiring!



Who we are

PromoCell is the leading European manufacturer of human cell culture products. We're a passionate team of professionals united by a shared vision: securing PromoCell's successful future and making a valuable contribution to research, therapy, and healing. We have also been recognized multiple times as one of Germany's most attractive mid-sized employers (TopJob Award & Kununu Top Company).

To learn more about us, visit www.promocell.com

We're offering an exciting opportunity to shape the data driven Commercial Operating Model for our global life science company as a

Sales Force Effectiveness & CRM Manager (m/w/d) – Remote from Germany –

In this newly created role, you will build a commercial lead management program designed to drive measurable growth across all sales teams—with a particular focus on Pharma and Industry. As part of our Digital Business & Transformation (DBT) team, and a key driver of our revenue growth, you'll work at the intersection of Sales, Marketing, and Scientific Support.

Your responsibilities

Sales Processes, Lead Management & CRM Excellence

- Develop standardized sales motions, persona based playbooks, and clear lead handover standards
- Translate growth targets into activity models, coverage plans, and segmentation frameworks
- Build targeting lists, identify accounts and contacts, and develop workflows for early outreach
- Own the entire commercial lead lifecycle up to handoff to Sales, including CRM processes, data structures, pipelines, and lead to opportunity workflows
- Ensure data quality, drive CRM adoption, and promote consistent usage through training and continuous optimization

Performance Management & Commercial Insights

- Define KPIs for lead volume, quality, conversion, coverage, and retention
- Build BI dashboards to monitor pipeline health and funnel performance
- Lead regular performance reviews and support competency development and onboarding within the team
- Leverage CRM, marketing automation, and platform data for funnel diagnostics, win/loss analysis, and continuous improvement

Your profile

- Experience in Sales Effectiveness, Sales Operations, or Commercial Excellence—for example as a B2B CRM Manager or in a similar role with responsibility for lead management and sales processes (minimum 3-5 years; experience in Life Sciences, Biotech, or B2B is a plus)
- A degree in Business Administration, Marketing, Life Sciences, or a related field—or equivalent professional experience
- Strong hands on CRM expertise (e.g., HubSpot, MS Dynamics, Salesforce, or similar)
- Experience developing sales processes, KPIs, and commercial operating models
- Good command of German and English
- Excellent communication skills combined with strong data and analytical capabilities

What we offer

- Work 100% remotely within Germany, with equipment provided (e.g., laptop, dual monitors, and—if needed—desk and chair)
- A permanent contract with competitive compensation, 30 days of vacation per year based on a 39 hour workweek, plus contributions to company pension plans and public transport subsidies
- Flexible working hours within internal guidelines
- A structured onboarding process, a collaborative international work environment, access to LinkedIn Learning, and annual company events

Apply now

Interested? Apply now by emailing your résumé and relevant certificates to career@promocell.com. We're also happy to answer your questions there. We—Jason Schiess from the business team and Susanne Raufelder from HR—look forward to meeting you!