



*Job description*

**Application Specialist  
Belgium**

*Analogic Benelux NV*

## **Information about the organization**

### **The organization and her activities:**

For more than 30 years, BK Medical ultrasound solutions, part of Analogic, have been used to improve the practice of medicine in procedure-driven markets such as urology, surgery and anesthesia. Their award-winning Flex Focus family of systems and unique transducer designs offer unsurpassed imaging capabilities that enable real-time image guidance in an easy-to-use, portable platform.

In 1993, Analogic acquired BK Medical. Today, under the BK Medical brand, they develop and manufacture ultrasound systems and associated transducers for urology, surgery, and anesthesia. BK Medical is located in Copenhagen, Denmark, and Peabody, Massachusetts, U.S.

In 2002, Analogic acquired Sound Technology, a leading developer and OEM supplier of innovative, high-quality ultrasound transducers and probes. Sound Technology is located in State College, Pennsylvania.

In 2008, Analogic acquired Copley Controls, a leading OEM supplier of high-performance motion control systems and gradient power amplifiers for MRI. Copley is located in Canton, Massachusetts.

In 2013, Analogic acquired Ultrasonix, a leading designer and manufacturer of advanced ultrasound systems for point-of-care applications. Ultrasonix is located in Richmond, British Columbia, Canada.

More info you can find at

[www.bkultrasound.com](http://www.bkultrasound.com)

The next couple of years Analogic wants to expand their business in the Benelux. At the moment we are looking for a **new application specialist for Belgium**.

### **Culture and Atmosphere:**

The Analogic team is a dynamic team, operating worldwide and strongly focused on client needs, dedicated to provide the best solutions to achieve customer satisfaction. The organization is very flat with short lines between employers and management. The atmosphere is open, friendly and professional.

### **Products:**

Analogic's range of premium performance ultrasound systems and innovative, unique transducers address the specialized needs and clinical challenges of physicians worldwide.

### Information about the position:

Position: Application specialist  
Products: All BK Ultrasound  
Area: Benelux  
Reports to: Regional Sales Manager Benelux

### Overall purpose of the position:

Sales/Application and Service Support towards the salesmen and customers. Ensure that the customers get a proper training on BK Ultrasound Equipment. Conducting workshops and application training. Helping in finding new customers and assist the salesmen on exhibitions and workshops. After Sales and Service support. Communication towards the market in all kind of application/ product matters.

### Key Responsibilities:

- BK Product range, Trainer and expert for the Product line. making all Sales/ Service persons ready for the products and their USP's.
- Development and education of our Customers in all market areas to ensure that our customers are using our products in the best possible manner
- Doing installations in Hospitals and private offices
- Assisting the salesmen in difficult demonstration's and developing a good relationship towards all customers
- Observe and report market development and ensure corrective actions if necessary.
- Provide market information's and Trends. Taking part in execution of the strategy and action plans to drive sales in conjunction with the strategy plan
- Being the expert for our customers/ their requirements and the products
- High knowledge about all requirements for the Benelux Ultrasound Society
- Sales/Service support for customers and salesmen according to the guidelines/policies of the company.
- Taking part in developing strategic plans for the region
- Ensure Analogic receives the needed customer information and documented according to the internal guidelines
- Structure market feed-back and provides the information to the Sales Manager Benelux
- Develop relations with customers and key opinion leaders and VIP customers

### Key relationship:

Internal: the whole Analogic Benelux Team, Analogic/BK Medical headquarter, Product Managers, R&D

External: Customers, Authorities and key opinion leaders

### Typical tasks to do:

- Sales/Service support for customers and salesmen according to the guidelines/policies of the company.
- Taking part in developing strategic plans for the region
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## **Information about the Profile:**

### **Education and Experience:**

- Experienced of at least 3 years medical/technical background
- Product and application knowledge in “high demo” level
- Knowledge of SOX and ISO standards
- Microsoft Office, Lotus Notes, CRM and ERP system experience
- Dutch, French and English written and spoken

### **Personal Characteristics:**

- Self-starter, dynamic and outgoing
- Able to keep focus also under pressure
- Excellent communications and co-ordinations skills
- Pro-active and solutions oriented
- Flexible in attitude and having a positive view of live
- Willing to travel in Benelux and abroad

## **Package:**

The salary is competitive and appropriate for the position, including company car, pension, bonus and commission.

## **Information:**

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