



# Biotech Software Startup Sales and Marketing, Business Development Intern

## MassMatrix Internship Opportunity

(email resume to sreddy@massmatrix.bio / 614-804-5656)

### Highlights of Experience

- Gain experience working on the management team with an OSU/Rev1 biotech startup with grant funding from the National Institute of Health
- Work with the COO directly in a real time environment to help assist in marketing and sales for mmCloud an AWS Cloud Based platform for use by R&D scientists in the pharmaceutical industry
- Help create a sales and marketing campaign in a CRM, help create a social media strategy and better web presence for the company
- Your inputs and work towards sales and marketing will be directly relevant towards the bottom line
- Participate in weekly team meetings via an agile development process to understand a detailed software development cycle in real time.
- Attend monthly board meetings

### MassMatrix's Impact

MassMatrix focuses on speeding up and improving reliability in the development of life-saving and life-enhancing, precision, protein therapeutics and magnifying the positive impact of biomedical research and life science education worldwide. Due to manual intervention in a critical, mass spectrometry data analysis pipeline, progress in drug discovery, development and manufacturing, as well as protein research, is bottlenecked and compromised. Through novel machine learning methods and an innovative visualization approach for validating experimental data, MassMatrix's products are expected to improve the accuracy and reliability of results and alleviate the bottleneck, thereby deepening understanding of proteins and biological systems and improving resource allocation through better decision making, including improved drug safety and efficacy. MassMatrix is the first company to offer a completely cloud based, data analytics platform with a great degree of modern cloud based collaborative functionality in this unique research space.

## **Position Skills**

Life experiences with sales, marketing, good people skills, and entrepreneurial skills are a plus. A business, MBA or entrepreneurial track student will be best suited. Participate in an initial sales cycle, learn how to setup and use a CRM, create leads, set pipelines, create forecasts and execute a sales cycle. The right candidate must be self-motivated, possess good communication and collaboration skills, and be willing to learn and be coached.

## **Work Environment**

MassMatrix is a virtual company so most of the work will be done remotely. Some in-person meetings may be held at [Rev1 Ventures](#) in Columbus or any other suitable location. The COO and CSO are in Columbus so there will be multiple in person interactions based on applicable Covid 19 guidelines.

## **Project - Sales , Marketing and Social Media - Competitive Research, Sales Engagement and Marketing efforts**

This project encompasses everything you would do as a sales and marketing manager for a product company. The idea is to help you get hands on experience and familiarize yourself with how a startup approaches sales and works towards its financial goals. You will be working directly with the COO and/or senior management to help create and implement a sales and marketing strategy. Your input will help direct in real time, the direction of this startup.

- Perform Market Research and Create Customer Target Lists
- Research Competitors and Create and Implement a Sales and Marketing Campaign
- Implement a CRM based target marketing and lead generation effort
- Improve, Create, Implement and help deliver a new and consistent social media messaging campaign and help create an online footprint for the company
- Will be required to present ideas and progress at weekly internal meetings

## **Timeline**

### **OSU summer schedule will be followed or as per the program**

Due to the unique nature of today's remote learning environment, we are open to starting a student sooner to be able to engage the intern over a longer period of time.

