



**Concord Neonatal** exists to help babies get the best possible start in life, especially those born too soon or in need of immediate medical support.

**Around 1 in 10 newborns struggle to breathe properly at birth.** In today's standard practice, these babies are separated from their mother so medical care can begin elsewhere, the umbilical cord is clamped early. This moment, although routine, can be highly stressful for babies, parents, and caregivers and can negatively impact the baby's transition to life outside the womb.

**Concord Neonatal changes this.**

With **the Concord Birth Trolley** and the **Concord Birth Flow**, clinicians can provide immediate, life-saving care **right next to the mother**, while keeping the umbilical cord intact until the baby is stable and breathing. This allows for a smoother, more stable, and less traumatic transition for the newborn, while keeping parents involved in those critical first minutes.

Today, **close to 100 hospitals across Europe** have adopted Concord's solution. Supported by growing clinical evidence, increasing international recognition, and renewed investor backing, Concord Neonatal is now transitioning from an innovation-driven organization into a **commercial scale-up**, with sales playing a critical role in bringing this approach to many more hospitals and families.

## Sales representative

(Full time, based in The Netherlands)

### Purpose of the role

As Sales Representative, you play a key role in expanding the adoption of the Concord Birth Flow across Europe.

This is not a transactional sales role. You will guide hospitals through an extensive sales process involving multiple stakeholders like clinical teams, procurement departments, and hospital leadership, often requiring persistence, trust-building, and patience. You will help hospitals



understand not only what Concord is, but why changing existing workflows can significantly improve outcomes for newborns, parents, and caregivers.

**Your mission is to:**

- Generate and convert new hospital customers.
- Actively drive deals forward from first contact to signed order.
- Translate clinical, emotional, and economic value into compelling solutions.
- Help Concord Neonatal scale its impact and revenue sustainably.

You will focus primarily on new customer acquisition, while working closely with the CCO, and other team members, to ensure successful implementation once a sale is closed.

**Your responsibilities**

**Sales & Lead Generation**

- Proactively generate, qualify, and follow up on leads across Europe, with a primary focus on Benelux, the UK, Austria, Switzerland, and German-speaking hospitals.
- Build and manage a healthy sales pipeline, taking ownership of opportunities from first contact through to contract signature.
- Conduct sales meetings, online presentations, and on-site hospital visits.
- Deliver product demonstrations and support Concord Masterclasses together with clinical colleagues when needed.
- Navigate complex hospital environments involving multiple stakeholders (clinical, technical, procurement, and management).

**Deal Management & Closing**

- Lead value-based sales conversations focused on clinical outcomes, workflow improvements, and long-term hospital value.
- Address objections related to investment, workflow change, and clinical evidence with confidence and credibility.
- Negotiate and close sales orders, typically involving capital equipment packages and implementation services.
- Maintain accurate CRM records and provide clear pipeline forecasts.

**Collaboration & Business Input**

- Work closely with the Chief Commercial Officer and internal team to continuously improve sales tools, messaging, and pricing approaches.
- Share structured feedback from hospitals to support product positioning, business case development, and future growth.
- Represent Concord Neonatal at congresses, conferences, and professional events.

**Your experience & background**

- Proven experience selling medical devices or capital equipment to hospitals.
- Familiarity with complex sales processes involving multiple stakeholders.
- Experience in neonatology, obstetrics, intensive care, or closely related medical fields is a strong plus, but not mandatory.



- 3–7 years of relevant sales experience; senior “management-only” profiles are less suitable for this role.
- Fluent in English and German, Dutch is preferred (other languages could also be considered).
- Willingness to travel across Europe (approximately 30%).
- Based in the Netherlands.
- Valid driver’s license.

#### Your skills & competencies

- Strong ability to build trust with clinicians and hospital decision-makers.
- Comfortable with long sales cycles and persistent follow-up.
- Hands-on, proactive, and willing to personally drive deals forward.
- Able to translate complex clinical and technical topics into clear, compelling value propositions.
- High level of ownership, self-motivation, and resilience.

#### We are offering

- A meaningful role in an international, mission-driven, and dynamic scale-up.
- The opportunity to directly contribute to innovations that impact newborns and their families.
- Opportunities to travel across Europe and visit new places.

#### **Are you eager to make an impact together with us?**

Then we would love to hear from you!

Please send your CV and motivation letter to [jobs@concordneonatal.com](mailto:jobs@concordneonatal.com) , addressed to Marleen Coopmans.

**Let’s get birth right!**