



### **Program Leader, Health & Wellbeing**

Budding Innovations (BI) is a Singapore headquartered Venture & Business Builder, and supports Corporations, SMEs, Startups and Entrepreneurs to develop and implement in-market solutions. We partner to define the key needs, and integrate fitting solutions that enable companies to realise all key opportunities. Founded in 2015, and bringing together decades of DeepTech Open Innovation experience, BI works with dozens of large global multi-national corporates in Future-Proofing their innovation strategies, and taking key ideas forward through development and scaling towards the B2B and/or B2C market. BI also works with numerous startups to spin out, to scale-up and to expand & internationalise.

BI advocates that “Health is Wealth”, and specialises in Preventative Health technologies. Spanning from functional nutrition & care, to physical and mental well-being. Across consumer goods, to devices and digital services.

Our vision is that by operating at the intersection of large multinationals and startups, we build more productive and transformative innovations, and foster an ecosystem that leverages the best in Open Innovation approaches.

We are looking for an experienced, entrepreneurial minded and results driven individual, to oversee and manage a growing portfolio of human health & wellbeing technologies, products and services. This role will be crucial to deliver & grow the current client portfolio, as well as to actively build the future dealflow. The individual will drive profitable business growth and implement new partnerships that will enhance our capabilities for the entities we support. This role represents a growth opportunity into a more senior role as the BI portfolio value and the organisation grows. The individual will be reporting directly into the Company’s leadership team.

### **Responsibilities**

The role offers to develop & execute expansion strategies for existing and new expansion clients, cultivate strategic partnerships enhancing portfolio efficiency, and deliver a sustainable pipeline of growth opportunities. This includes both the Budding Innovations business, and the Ventures we are supporting.

Initially, the focus will be on programs centred around bio-active ingredient-based products, for the purpose of contributing to the broad area of preventative Health & Wellness. As we grow the portfolio activities alongside the organisation itself, the individual will also assume responsibility for managing mid to longer term pipeline sufficiency. Bottom- & topline profitable growth is essential to deliver sustainable growth, and the capabilities and resources required to support early-stage startups. BI aims to grow a self-sufficient business model where key start-up support comes from internal resources while we support them moving forward.

Budding Innovations (BI) is looking for a candidate to manage and lead commercial activities around Business and Marketing Development, Deal Flow and Client Relationship. This includes but is not limited to activities such as sales, marketing strategic partnerships, business planning, market evaluation and selection, market preparation, market entry and market development.

Identify, analyze, evaluate, and champion sales growth strategies as well as implement BI’s brand plan driving sustainable, long-term growth while delivering the short-term revenue budget for the current fiscal, by:

- Identifying clients and business opportunities; managing relationships with potential clients, influencers and key stakeholders. Cultivating a consultative sales approach thus ensuring generation of business leads. Building a strong understanding of, and relationship with customers, negotiating contracts and closing deals; successfully maintaining a viable project pipeline.



- Refining BI's service offerings, developing all selling materials and creating powerful advertising and social media campaigns to engage and recruit clients.
- Managing proposal writing and submissions by constantly increasing proposal win rates. Utilizing data to develop compelling selling stories and rationale for proposal recommendations.
- Monitoring and reviewing competitor activity and development to provide clear insights and strong management recommendations.
- Managing the development of pricing and P&L analysis for BI's service offerings.
- Evaluating success of program and service offerings initiatives based on analysis of costs and customer benefits.
- Working with the Innovation and Management Team to ensure that new projects are scoped, briefed and managed on time, to budget driven by customer satisfaction and happiness.

### **Skills and expertise**

To apply for this role, Budding Innovations (BI) aims for:

- Candidate with a diploma, bachelor or master's degree in technical area; STEM is preferred but not necessary.
- Minimum 3 years' full-time working experience in a technical role and currently employed in the industry. Preferred are relevant experience in management consulting and project execution in the area of new product development
- Has experience in technology and/or product development but not business nor market development. Technology and product development refers to activities such as idea generation, idea screening, concept development, software and/or hardware development, testing, lag to industrial scaling up etc.; Business and marketing development refers to activities such as sales, marketing strategic partnerships, business planning, market evaluation and selection, market preparation, market entry and market development etc.
- Huge enthusiasm and demonstrated ability to dive deep in understanding client's needs, portfolios, and the competitive landscape. Preferred experience in innovation management and new product development; championing proposal writing, proposal winning and engaging with new clients.
- A self-starter with the ability to work in a fast-paced team players' environment where continuous innovation is a way of life. Proven instincts about client needs, new product development, user experience, and consumer needs. Service mindset to ensure customer satisfaction.
- Willingness to roll up your sleeves and do whatever it takes to help our team win.
- Program management experience, ensuring that deadlines are met and operations run effectively and efficiently.

We are ultimately looking for an individual that will both contribute to building the business, but also grow the values and the Budding Innovations culture. Together we will create the feel of the place, and establish a Health & Wellness Venture Builder that will earn its place in the global innovation ecosystem and is widely recognized and awarded for our business and people development.