



## **Lead Generation Specialist**

Luminare is the leading Sepsis screening and rapid response solution on the market. Our enterprise product enables hospitals of all sizes to rapidly and systematically detect and treat Sepsis. Our mission is to stop 250,000 patients from dying from sepsis in hospitals each year.

We are a young, growing Health-Tech company Headquartered in Houston, TX.

The Lead Generation Specialist at Luminare will be a critical member of our team focusing on lead generation and scheduling initial demo's and presentations.

You will be the first point of contact with our customers in the sales process. This position requires intense pro-activity, a strong desire to learn how to become a great sales development person, excellent written and verbal communication skills, and the ability to get others excited about using our solution to improve the current Sepsis methodology and save lives.

You will learn the ins-and-outs of both enterprise software Marketing and Sales processes, with a chance to grow your career along either line. This is lead generation sales position and will have bonuses based on demos and appointments scheduled. Additional incentives on sales closed from your qualified lead generation efforts may also be paid.

## **RESPONSIBILITIES**

- Meet weekly and monthly business goals for call / email / text / chat outreach in time-to-contact and lead-to-opportunity conversion rates
- Schedule qualified demo's to bring consensus with Hospital Clinical teams
- Respond to prospect's questions arising from website chat box and "contact us" form fills
- Work with Marketing to create leads from event attendees, and activity on social media and third-party software review sites
- Qualify leads based on timing, budget, and size then effectively transfer interested prospects to Sales in a way that maximizes opportunity creation and wins
- Work with our Marketing Automation and CRM systems to track activities
- Travel is anticipated

## **WHAT YOU BRING TO THE TABLE**

- Comfortable making cold calls and talking to new people all day
- Excellent verbal and written communication skills; the ability to call, connect and interact with potential customers
- Proven track record of meeting goals and exceeding quota targets
- Positive, can-do attitude, self-motivated, and resilient



# LUMINARE

Medical Quality Improvement

- Strong computer skills, including Microsoft Office Suite and CRM/Hubspot preferred

## EDUCATION AND EXPERIENCE

- Bachelor's degree
- Clinical experience or experience working with Healthcare gets extra points
- 1+ years in sales position or marketing demand gen activities
- SaaS experience a plus
- Self-motivated and able to contact 10-15 new prospects per day, while managing the 10+ touches necessary to convert existing prospects into qualified leads

## What you don't need:

Expertise in sepsis – you'll get that by hanging out with us.

## What else should you know?

Luminare is building a team that is solving the biggest and most expensive problem in healthcare today.

We have a great benefits package and a leadership team that invests in mentoring and caring for people.

## HOW TO APPLY

Email your resume to [careers@luminaremed.com](mailto:careers@luminaremed.com). Tell us why you'd be a great fit for the role, what you bring to the table, and what you'd do if you had no fear.