



Job Title: Customer Discovery and Business Analyst

Job Description:

- Manage the customer discovery process in line with lean startup methodology.
- Liaising directly with potential customers to gain an understanding of needs and constraints.
- Write and execute effective email communication with various stakeholders and potential customers.
- Responsible for effectively communicating with both the technology team and the business team to convey stakeholder feedback.
- Identify potential customer leads and manage leads through effective lead tracking.
- Support the design and content development of pitch decks, website, social media, grant applications, and other company documents.

Skills & Qualifications:

- Excellent oral & written communication skills, including cold calls.
- A self-motivated team player who is highly enthusiastic about translating awesome technologies into awesome products.
- Able to learn new topics quickly and engage in problem-solving in previously unfamiliar domains.
- Able to work independently and take initiative when time permits.
- Students enrolled in a degree program in business, biotechnology or related fields are preferred. Other disciplines will be considered.
- Experience with graphic design and/or social media management is a plus.

Company contact:

Dr. Amir Sanati-Nezhad, Director

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We thank all applicants, however, only candidates selected for an interview will be contacted.

Company Bio:

Critical Care Dx Ltd (Criticare), is a Calgary-based biotech company that develops **lab-on-a-chip diagnostic devices** that will disrupt the point-of-care molecular diagnostics industry through a unique blend of capillary microfluidic technology and electrochemical biosensing. Our current focus is to apply our technology to COVID-19 testing in order to provide point-of-care tests that produce results in a matter of minutes. The University of Calgary lab behind this company has won recent research grant funds totaling \$895,000 for COVID-19 diagnosis. Our team includes several graduate and post-doctoral students, as well as two University of Calgary faculty members.

Visit www.criticaredx.com for more information.