



Research and Market Development Specialist
Fulltime – preferably Amsterdam, with some international travel

Starting date: As soon as possible or when suits

Application deadline: 12 April 2024

ABOUT KELP BLUE

At Kelp Blue, we're developing long-term solutions to help restore marine ecosystems, lock away CO2, create sustainable products and have a positive impact on communities. We plant giant kelp forests around the globe and, just like our seaweed, we're growing quickly. We harvest and process the kelp into environmentally friendly products and are looking for someone to join our commercial team to help identify new market opportunities for our product roadmap.

Kelp Blue is not a 'business as usual' company. We're here to make a difference. We're a lean team and we all roll up our sleeves to get the job done, whatever it may be. We look for collaborative team players, people who are results-driven and have a bias for action. We're looking for people who have a healthy dose of common sense, who are problem solvers by nature, and are great at lateral thinking.

We measure our success by having impact, and we put 4 'Returns' at the heart of what we do. These are:

- **Inspiration;** we inspire people to be better and we pioneer change on an epic scale
- **Nature;** we improve planetary health and create marine ecosystems that increase and support biodiversity
- **Social;** we work to ensure we have an outsized positive social impact wherever we operate
- **Finance;** we drive world class shareholder returns to scale our business and impact

ABOUT THE ROLE

In this newly created role, the **Research and Market Development Specialist** will be at the forefront of biotech innovation. With your unique blend of commercial acumen and research expertise you will explore new market opportunities for our kelp. Your insights will help drive strategic decision-making, shape our product roadmap and position us as leaders in sustainable biotechnology.

RESPONSIBILITIES

- Researching and analysing various markets and industries of interest, identifying macro and micro trends, reviewing the competition and conducting pricing analysis to inform our product roadmap
- Ability to present your analysis and research with clear, compelling storylines, based on insights and logical business concepts and deliver actionable recommendations for senior management
- Identify customer segments to target for our new products and conduct early customer outreach to gather feedback and insights for the Research and Development team
- Explore potential partnerships with other companies, research institutions, or government agencies to accelerate product development, expand market reach, and access additional resources or expertise

- Monitor and keep tabs on competitor activities, including product launches, marketing strategies, and industry partnerships, to identify potential threats and opportunities for differentiation
- Assist the technical team with literature research and identifying gaps and new technical areas to explore based on comparison with other complementary products on the market
- Work with the marketing team to provide input into the product positioning, branding and customer segmentation for marketing and product launch activities

SKILLS & QUALIFICATIONS

- Bachelor's degree in business, marketing, economics, biotechnology, or a related field. Masters degree in business is a plus.
- Minimum of 2-3 years of experience in market research, business development, or product management roles, preferably in the biotechnology or related industries.
- Ability to communicate complex ideas and findings effectively to both technical and non-technical audiences, including senior management and external stakeholders.
- Ability to thrive in a fast-paced, dynamic environment and effectively manage multiple priorities while maintaining a strong focus on sustainability and environmental stewardship
- A strong interest in sustainability and environmental stewardship, with a commitment to driving positive social and environmental impact through innovative biotechnology solutions

ATTRIBUTES

Working at Kelp Blue is about much more than being good at your job. It's about having the right mindset, being comfortable with the uncomfortable, and about always pushing to be the best. So, in addition to the skills we outline above, we want candidates who can demonstrate:

- A "can do, will do" approach
- Flexible and lateral thinking/problem solving
- Personal responsibility and self-reliance
- Grit and determination, a willingness to learn from mistakes
- A commitment to always working in the company's best interests
- A passion for our 4Rs and a determination to make a difference, *to leave things a little better than you found them*

WANT TO APPLY?

Please send an email and CV to newkelpies@kelp.blue with **Market Research Specialist** in the subject line. Please use the email to tell us about how you fit the Kelp Blue profile, what you can bring to our mission, and why you are the perfect candidate.