

COUNTRY BUSINESS LEADER (CBL)

Posted on 29 maj, 2025

Company Name BD

Location Nordics

Job Description

Join Us on an Exciting International Growth Journey

As **Country Business Leader (CBL)** for the Nordics, you will shape and execute the business strategy at the country level in alignment with the regional strategy. You will lead a diverse commercial organization across sales, marketing, clinical/application support, and field operations — with full P&L accountability. This role requires strong leadership, strategic thinking, and the ability to drive change in a matrix organization.

You will be a key member of both the Nordics Leadership Team and the EMEA BU Leadership Team.

Country Business Leader – Nordics

Key Responsibilities

Business Ownership (P&L)

- Define and implement the annual business plan and budget
- Drive profitable growth and optimize resource allocation
- Identify and capture new business opportunities across the Nordic region
- Oversee forecasting, financial follow-up, and reporting processes

Go-to-Market & Distribution

- Define and implement the go-to-market and distribution strategy
- Lead execution and performance review of distribution channels

Marketing & Communication

- Contribute to regional marketing plans and drive strong local execution
- Collaborate with the EMEA team to localize campaigns and messaging

Clinical/Application Team Leadership

- Build and lead a high-performing clinical team aligned with strategic priorities
- Ensure strong cooperation with central and regional application resources

People Leadership

- Recruit, coach and develop high-performing talent
- Ensure succession planning and strong talent pipeline
- Create a culture of ownership, transparency, and inclusion

Customer Relationships

- Build and maintain strong, long-term relationships with key customers and decision-makers
- Represent the company in industry forums and professional associations
- Actively leverage customer insights and market intelligence to shape strategy

Profile and Qualifications

Competencies:

- Strategic and operational leadership
- Comfortable navigating a complex matrix environment
- Strong influencing skills, commercial acumen, and communication skills
- Proactive, bold, and action-oriented with a clear results focus
- Solid experience from senior commercial roles in MedTech, Life Science, or related industries

Language & Education:

- Fluent in English; fluency in a Nordic language is a plus
- Relevant university degree or equivalent experience

Location: Nordics (flexible within the region)

Reports to: Country General Manager Nordics (solid line) and VP/GM BU EMEA (dotted line)

Travel: 20–50%

Work model: Hybrid

Ready to Join the Journey?

For this recruitment, **BD** is partnering with **Moveup Consulting**.

If you have questions about the position, feel free to contact:

Richard Etz

+46 733 87 27 21

richard.etz@moveup.se

Please send your application (CV and cover letter) by email to the address above.

By submitting your application, you consent to us processing your personal data, including your CV and cover letter, and sharing this information with our client. You may withdraw your consent at any time.

Om företag

BD is one of the largest global medical technology companies in the world and is advancing the world of health™ by improving medical discovery, diagnostics and the delivery of care. The company supports the heroes on the frontlines of healthcare by developing innovative technology, services and solutions that help advance both clinical therapy for patients and clinical process for healthcare providers. BD and more than 70,000 employees have a passion and commitment to help enhance the safety and efficiency of clinicians' care delivery process, enable laboratory scientists to accurately detect disease and advance researchers' capabilities to develop the next generation of diagnostics and therapeutics. BD has a presence in virtually every country and partners with organizations around the world to address some of the most challenging global health issues. By working in close collaboration with customers, BD can help enhance outcomes, lower costs, increase efficiencies, improve safety and expand access to healthcare.

Consultant Name Richard Etz

Consultant Number 0733-87 27 21

Consultant Email richard.etz@moveup.se

Cosultant Linkdin <https://www.linkedin.com/in/richardetz/>