

Territory Sales & Applications Specialist: Flow Cytometry Automation

Location: Greater Boston, MA

Territory: Worldwide with focus in Biotech hubs including Boston-Cambridge

Work arrangement: Field-based, home office

Travel: 50%

Employment type: Full-time

No recruiters, please.

Position Summary

Parhelia Biosciences is seeking a commercially focused, flow-cytometry-experienced **Territory Sales & Applications Specialist** to grow sales and applications of **CellForge**, our flow cytometry automation instrument, across Greater Boston and New England.

You will launch, sell and support a full thaw-to-acquisition ready system. CellForge automates the tedious, error-prone steps flow labs have never had a solution for — cryovial thawing, panel mixing, FMO prep, and cell thawing and washing.

You can learn more about the system @ <https://parheliabio.com/cell-forge/>

This is a hybrid role consisting of approximately **70% sales and 30% field applications support**. The successful candidate will build the funnel, manage the full sales cycle, and provide technical support from demonstration through customer adoption and application expansion.

Wet lab flow experience is required and commercial experience is preferred but not required. That being said, applicants with previous customer relationships, interactions, and referrals will have an edge in our hiring process - but direct sales experience is not required as this role is an opportunity to learn our sales approach.

Responsibilities

Sales and Territory Development

- Build and execute a territory sales plan.
- Develop new business across biotech, pharmaceutical, academic, core facility, CRO, and clinical research accounts.

- Prospect, qualify, and manage opportunities from initial contact through close.
- Conduct customer discovery and connect workflow needs to the value of CellForge.
- Deliver proposals, quotes, manage negotiations, and coordinate purchasing, procurement.
- Meet and exceed assigned revenue and instrument-sales targets.
- Maintain accurate pipeline, activity, and forecast information in the CRM.
- Develop relationships with scientists, laboratory managers, core directors, operations leaders, and purchasing teams.
- Represent Parhelia at regional conferences, seminars, and customer events.
- Identify opportunities for account expansion and customer references, introductions, and multi-site expansions

Field Applications Support

- Conduct remote and on-site Cell Forge demonstrations.
- Plan and support customer evaluations and proof-of-concept studies.
- Coordinate installation, site readiness, and customer onboarding.
- Train users on instrument operation and workflow setup.
- Support workflow optimization and early customer adoption.
- Provide first-line applications support and escalate service or complex technical issues as needed.
- Document demonstrations, evaluations, training, and customer feedback.

Required Qualifications

- Bachelor's degree or higher in biology, immunology, cell biology, biotechnology, biomedical engineering, or a related field.
- 3–5 years of relevant experience in flow cytometry, life-science instrument sales, field applications, technical support, or business development.
- Hands-on flow cytometry experience. If you do not know what a FMO is, have never spent hours mixing small volumes of antibody reagents, or why single stain controls are important, please do not apply.
- Demonstrated commercial aptitude, including prospecting, account development, relationship cultivation, opportunity management, or sales support.
- Exceptional scientific communication, presentation, demonstration, and relationship-building skills. Ability to articulate and discover pain points, relate solutions, and challenge customers *appropriately* to drive sales.
- Ability to independently develop a territory and manage a multi-step capital-equipment sales process.
- Strong organizational and CRM-management skills.
- Ability to work from a home office in the Boston area and travel 50–60%.

Preferred Qualifications

- Experience selling or supporting flow cytometry instruments, laboratory automation, liquid-handling systems, or other life-science capital equipment.
- Existing relationships within the Boston and New England life-science community.
- Experience working with biotech, pharma, academic research laboratories, or flow cytometry core facilities as well as purchasing departments.
- First-hand understanding of workflow challenges of modern flow cytometry
- Experience with spatial biology or fluorescent imaging
- Experience with flow cytometry data analysis (FCSExpress/FlowJo/CytoBank/CellEngine/OMIQ)
- Experience in an early-stage or high-growth company.

Parhelia Biosciences is an equal opportunity employer.

Interested? Please reach out to info@parheliabio.com.