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## Business Analyst (Hybrid)

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Company: Massive Bio, Inc.

Location: Ataşehir

Category: other-general

Business Analyst Massive Bio is a rapidly growing health-tech startup founded in 2015 to provide every cancer patient with access to clinical trials regardless of their location or financial stability. Our proprietary patient recruitment and enrollment enablement solution for oncology clinical trials solves every point of friction in traditional clinical trial enrollment. Privately held and headquartered in NY City, our passionate changemaker team is looking for a Business Development Analyst to join our team in Istanbul, Türkiye. As a member of the Commercial Growth team, a Business Analyst to play a pivotal role in developing and refining the commercial strategy for Duo, our innovative real-time patient matching platform for oncology. This role requires a strategic thinker with deep analytical skills to inform product pricing, market positioning, and sales strategies targeted at oncology pharmaceutical companies. Reporting to the Head of Commercial Growth, you will: Analyze existing data to identify trends, opportunities, and challenges in the target markets. Conduct thorough market analysis to inform Duo's pricing strategy, understanding the value it delivers to oncology patients and pharma companies, and benchmarking against comparable solutions in the market. Work directly with the Head of Commercial Growth to develop tailored sales strategies for targeting oncology pharmaceutical companies, identifying key decision-makers and influencers within these organizations. Monitor and evaluate sales performance, market conditions, and competitor activities to identify areas for improvement. Collaborate with cross-functional teams to gather relevant data and ensure the accuracy and completeness of the analysis. Contribute to the improvement of partner and patient flows with the guidance of data. Provide actionable recommendations and propose strategic actions to achieve sales

goals and drive business growth. Stay up to date with industry developments and best practices to enhance the effectiveness of sales strategies. Candidate Profile: Bachelor's or Master's degree in Business, Marketing, Healthcare Management, or a related field, with a strong emphasis on analytical skills. Proven experience in business analysis, ideally within the healthcare sector or pharmaceutical industry, with a strong preference for candidates with knowledge of the oncology market. Exceptional analytical and strategic thinking skills, with the ability to translate complex data into clear, actionable strategies. Strong analytical skills with the ability to interpret complex data sets and extract meaningful insights. Experience in product pricing and developing sales strategies for healthcare or pharmaceutical products. Excellent communication and collaboration skills, capable of working effectively with cross-functional teams and presenting insights and strategies to senior leadership. A proactive, detail-oriented approach, with a commitment to driving the commercial success of innovative healthcare solutions. 3+ years experience in business excellence, channel partnership development, and business development in healthcare tech, healthcare, or pharma companies. Experience with data analysis tools and software is desirable. Experience in healthcare preferred. Exceptional relationship-building skills. Fluent in English. It is preferable to have an additional language. Familiarity with medical terminology and the health care system. Able to adapt to situations quickly, with a start-up mindset, and thrive in a fast-paced environment. Excellent communication and presentation skills to effectively convey analysis findings and recommendations. Proactive, passionate about client work and delivery quality, detail-oriented, comfortable with ambiguity, data-driven, and growth mindset. Living in Istanbul preferably on the Anatolian side. The work location is Kozyatagi, Istanbul; at least 2/3 days a week at the office. No military obligation for candidates.

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