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Centrifuge Systems, Inc. – Lead Generation Associate

Centrifuge Systems, Inc., a venture-backed software company in McLean, VA, seeks a Lead Generation Associate to join its rapidly growing team.

Centrifuge Systems is a leading provider of next generation business intelligence software. Our groundbreaking approach, called Interactive Analytics (IA), brings together three modern innovations in analysis: Interactive Data Visualization, Unified Data Views, and Collaborative Analysis. Through the convenience of your browser, you can connect to data, explore it, and collaborate with others.

Born out of the US Intelligence Community, Interactive Analytics is being applied to national security problem domains such as homeland defense and cyber crime, and it has recently been introduced into the commercial business intelligence market. This technology helps organizations of every kind understand and reveal key non-obvious relationships in their data.

Position Overview: The Lead Generation Associate will be responsible for generating qualified leads for direct and indirect sales channels, primarily in commercial market segments. In addition to qualifying inbound leads, the Lead Generation Associate will be responsible for outbound prospecting activity. The ideal candidate aspires to become an enterprise software sales professional. This role will report to the VP of Marketing.

Job responsibilities include but are not limited to:

- Follow up on inbound leads generated through web-based and other marketing activities.
- Qualify leads and set up meetings for sales account manager and/or others (e.g., partners).
- Work closely with other colleagues to perform phone- and email-based outreach to targets.
- Deliver high-level “elevator pitch” of Centrifuge to prospects over the phone.
- Probe prospects for business and/or technical challenges that Centrifuge product can address

Qualifications:

- At least 3 years professional experience in sales and/or marketing, preferably in the software industry.
- Outgoing and highly-personable with superb written and oral communication and persuasion skills.
- Comfortable reaching out via phone and/or email to target (“cold”) prospects and conducting high-level business and/or technology discussions with them.
- Experience with, or demonstrated capacity to quickly learn, technology tools (e.g., Salesforce.com) that are mission-critical to lead generation activity.
- Ability to collaborate closely with Marketing, Sales and other teams within the company.
- Tremendous enthusiasm, initiative and willingness to learn and take initiative in a start-up environment.

Preferred:

- Basic business software product demonstration skills
- US Citizenship
- BS/BA degree in Business/Marketing preferred

Please send qualified resumes to careers@centrifugesystems.com.

Centrifuge is an Equal Opportunity Employer