

## ...of Emily Gallager

Sales Manager, Bio-D



As the title suggests by job is to sell stuff. The particular stuff Bio-D manufactures is environmentally responsible, plant-based cleaning products and cosmetics that are cruelty free and vegan.

When I started my first sales role, I didn't really know what to expect. In all honesty, I fell into a sales graduate scheme with a medical devices company after finishing by Biochemistry degree. It was the first interview I had and the first job I was offered during the "I have finished uni oh no what do I do with my life now" phase. When I was a young teen I had always aspired to work in the medical industry, first as a doctor, then, when I realised how competitive that was, as a researcher. **I chose the relevant A-levels** and got onto a great degree course coming out with a 1st class undergraduate masters. The problem was, I don't like working in a lab. So, I applied for lots of different non lab-based roles and sales graduate was the one I ended up with.

**I had always enjoyed communicating with people** and here was a job where I got to travel around hospitals talking to the staff in A & E and the casting room, understanding what they needed from the product and our business and explaining how we could help. It wasn't all plain sailing.

My first placement was 4 months in London and it was the first time I had moved away from my home town (Sheffield). Being field-based meant I was on my own most of the time and it got pretty lonely. I started every day with a phone call to my Dad and finished every day with a de-brief to my mum. It was definitely character building!

Luckily, I got to move back up North for the remainder of my time. I moved to the commercial department, based at head office in Hull. Here, I learned more about account management, arranging and tracking promotions, understanding margins, sales discounts and completing range reviews to develop new line listings. Basically, lots and lots of spreadsheets and formulas with a little maths thrown in!

After landing a permanent position after my graduate scheme I realised I wanted to progress further in my career. **I really enjoyed living in Hull** so looked in the local area and four years ago I joined Bio-D.

I started as a Key Account Manager **using all the skills I had learned in my previous roles to develop relationships** with our key customers and on-board new business. As Bio-D grew, my role grew with it. As well as managing sales I started to get involved with marketing - reading market reports, reviewing competitors and developing content ideas. From there I started to project manage new product development, having lots of internal meetings with the purchasing and technical departments to understand what we have available and matching this with customer needs.

After 18 months with the business I became the Sales Manager. Now I manage a team of 2, create sales and marketing budgets (more spreadsheets!) and work on sales and marketing strategy to shape the future direction of Bio-D.

I love my job and if writing this has given me anything to think about it's that you should **always be aware of what you enjoy**. You might end up following an unconventional path throughout your career but **if you're smiling along the way you're doing something right!**

**PS: It is always okay to have a bad day! Don't be afraid to ask for help and support - it will make you stronger.**