

International business development manager

About

★ **Make a meaningful impact on healthcare, at scale.**

At Lumeen, we believe immersive therapy can change lives. Our ambition is bold: to become the European leader in immersive care and improve the well-being of millions.

Founded in 2019 by two brothers who wanted to offer their grandmother joyful moments in her nursing home, **Lumeen is an innovative medical device** combining virtual reality headsets, intuitive software, and over 150 immersive experiences. Already used in 900+ healthcare institutions (including 20 French university hospitals and the French Red Cross), we offer a turnkey solution to reduce anxiety, pain, and isolation.

Entirely self-financed and independent, we've built a purposeful and ambitious company of 20 passionate people. Today, we're ready to **go global**.

Job description

Reporting directly to the CEO, your role is both **strategic and hands-on**. You'll be the driving force behind our global rollout:

- **Define our expansion strategy:** Analyze target countries (regulations, market size, competition, cultural fit) and build a clear, focused roadmap.
- **Build & manage distribution partnerships:** Identify the right partners, negotiate win-win agreements, and structure onboarding, training, and sales support.
- **Drive performance:** Set up KPIs and regular follow-ups with partners—both remotely and in the field. Ensure clear reporting to the leadership team.

- **Scale up the team:** As sales grow, build and lead our international development unit.

What makes this role stand out :

- **You create, not just execute:** You're not here to manage a playbook—you write it.
- **You act with purpose:** Every sale contributes to improving care, comfort, and dignity for patients worldwide.
- **You work close to the founders:** Decisions are fast, the field is open, and your voice counts.
- **You shape the next stage of the company:** Your success could evolve into a Director position.

Preferred Experience

We're open to profiles with varied levels of experience, from mid-level professionals ready to grow, to senior candidates ready to lead. What matters most is your ability to take ownership, your international mindset, and your motivation to make an impact.

- **Proven experience** (3+ years) in international development, business development, or partnership management—ideally in the healthcare, medical device, or digital health sector.
- **Strong commercial acumen** and a sharp field sense: you know how to identify the right partners, negotiate, persuade... and monitor long-term performance.
- **Strategic analysis skills:** able to prioritize markets, structure a country-by-country approach, and set a clear vision for international expansion.
- **Good understanding of the legal frameworks** involved in international business partnerships (distributors, resellers, framework agreements, etc.).
- **Fluency in professional English** (written and spoken) is essential; a second language is a plus.
- **Willing to travel abroad** to meet partners, attend trade shows, or support key rollouts

- **Autonomy, initiative, and an entrepreneurial spirit:** you build, test, adapt, and iterate.
- Comfortable in a **fast-growing, agile, and purpose-driven environment** where much is still to be built... and structured.

Practical details



- **Contract type:** Full-time permanent
- **Start date:** As soon as possible
- **Location:** Lyon (Gerland), partial remote possible
- **Salary:** €45K to €75K gross annual base depending on seniority level + qualitative bonuses + uncapped international sales commission
- **Benefits:** meal vouchers, 50% public transport coverage

Recruitment Process



- **Initial phone screening**
A brief call to get to know you and answer your first questions.
- **3 in-person interviews at our headquarters in Lyon**
You'll meet with the CEO, key team members, and future collaborators to dive deeper into your experience, your vision, and your fit with Lumeen's mission.