

Job Title: Regional Sales VP
Department: Sales and Marketing
Reports To: Vice President of Sales

SUMMARY

Working with company leadership, serve as the leader of sales activities and sales goal attainment for the Biologica product portfolio in the assigned region. The main key components of this role involve, building the sales channel by adding appropriate distributor/1099 partners, expanding customer relationships with both clinical and non-clinical stakeholders, and increasing product knowledge and customer satisfaction.

- Region to include -- Western USA.
- Develop and maintain partnerships with independent sales distributors.
- Identify strategic customers for influential/key opinion leaders and advisor input.
- Develop and execute focused downstream sales and marketing activities to drive sales on Biologica's product lines.
- Work in cross-functional program teams to ensure timely definition, development and release of new products and product extensions/formats.
- Work with SVP Sales & Marketing on GPO, IDN applications and pricing initiatives.
- Attend and assist in managing tradeshow/conferences and planning strategic customer events.
- Assist sales with key customer presentations, problem solving, and issue resolution.
- Accurately forecast annual, quarterly, and monthly sales revenue streams.
- Analyze market data to identify trends/opportunities and keep abreast of and disseminate new product and industry knowledge to the team.

QUALIFICATIONS:

- At least ten years outside sales experience or equivalency with at least five years of this experience in the medical/medical device industry and three years in sales management with orthobiologics experience a must.
- Possess and demonstrate an understanding of the changing market dynamics in healthcare, industry trends, customer segmentation, customer data knowledge and buying process.
- Bachelors degree in a related field; advanced degree in technical/clinical or business preferred.
- Proven analytical, financial, and organizational skills.
- PC proficiency in Microsoft Office applications and experience with CRM systems
- Ability to thrive in fast-paced environment where change is the only constant.
- Team player with extensive experience in working in cross-functional teams.
- Excellent communication skills and attention to detail

ADDITIONAL INFORMATION:

- Position can be located anywhere within the region, close to a major airport.
- Travel Percentage: 35 - 50%