

ReCor Medical

Ultrasound Denervation Therapies

Chief Commercial Officer

Department: Sales and Marketing

Reporting to: CEO & President

Location: Palo Alto, CA

Workplace Type: Hybrid

Travel: 50%

About ReCor Medical

At ReCor Medical, we are pioneering Ultrasound Renal Denervation (uRDN) therapy to treat hypertension, the leading cardiovascular risk factor in the world. With our Paradise™ uRDN System, we're on a mission to provide the millions of people who suffer from hypertension with a non-drug and minimally invasive option to lower their blood pressure safely and effectively. Join us on our journey and make a meaningful impact on the lives of people around the globe.

Position Summary

The Chief Commercial Officer will be a strategic partner to the Chief Executive Officer to execute the commercial business strategy to maximize the Company's growth. This individual will have general management responsibilities including oversight of all marketing, commercial operations, market access, customer service and sales, and will have P&L accountability for the global commercial business.

We are seeking an experienced leader with exceptional strategic vision and analytical problem-solving skills and has the ability to thrive in a corporate transformation to create an infrastructure to support the next stage of growth.

This is an outstanding opportunity to serve as a driving force in building and expanding ReCor's commercial presence and success, and one that will provide broad leadership challenge, accountability, and impact.

Responsibilities and Duties

- Develop overall commercial strategies targeting selective market segments, evaluate alternative strategies, identify competitive issues, capitalize on core strengths, and develop and implement operating plans to achieve objectives for profitable growth.
- Provide the vision, leadership, and teamwork environment necessary to build and retain an organization capable of achieving its maximum potential including fostering a high performance, high accountability culture and strengthen cross-functional collaboration.
- Develop and implement an effective sales strategy with predictable results to drive adoption of the Company's therapy and achieve optimal results for penetrating the market as well as accelerating commercialization objectives over the next three to five years.
- Continue to build processes and infrastructure to increase operational efficiency and deliver the message of differentiated scientific and clinical benefits of ReCor's therapy.

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- Launch new products and deliver targeted revenue within planned resources.
- Meet and exceed marketing positioning, launch, and growth objectives for ReCor's products, overseeing the development and implementation of brand strategy and tactics.
- Ensure strong execution and alignment of product positioning, messaging, and branding while maintaining a high standard of quality and compliance for the Company.
- Align commercial strategies to take full advantage of health economic outcomes research activities, and reimbursement market-access strategies.
- Gain a thorough understanding of the cost structure and drivers of the Company's business and identify initiatives and programs to continually optimize spending.
- Evaluate the operational strategy of the Company and ensure that timelines are met to meet business objectives.
- Ensure effective market and competitive information gathering, analysis, and interpretation to influence business outcomes.
- Understand the regulatory environment and comply with all ethical, legal, and regulatory requirements.
- Lead, manage, and develop a "best-in-class", high-performance Sales and Marketing team and related support functions.
- Continue existing customer relationships while developing new customer relationships based on deep understanding of customers' needs.
- Manage the organization to accommodate anticipated growth and to ensure bench strength across all levels.
- Ability to communicate, listen, and be open to constructive criticism and ideas.
- Represent ReCor in the context of conferences, presentations, industry, and investment groups.

Requirements

The successful candidate will be an accomplished, commercial operating executive from the medical device industry with an outstanding record of accomplishment building and leading high-performance organizations and partnerships.

- A track record of success as Senior VP, CCO, or GM with full P&L responsibility for commercial operations of a high-growth medical device company and/or revenue turnaround situation that has achieved success in new market development in the U.S. for a minimum of 15 years
- A strong commercial background with aptitude in marketing/sales/commercial operations with a record of success bringing new therapy into the marketplace and growing the business to a market leadership position. Ideally, this experience would span interventional products with a strong preference for experience in cardiology. Surgical/orthopedics/neurovascular and biologics experience is also applicable.
- Ideally this individual has a foundation in a large company environment and eventually moved to an emerging growth company: proving him/herself in driving clinical/market adoption, commercialization success and value creation for all shareholders.

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- Strong track record in a revenue turnaround situation with the ability to redefine strategic direction and commercial focus of a sales and marketing organization to achieve business needs.
- Strong general management and team building skills. A self-motivated, strategic builder with a high bias for action and accountability.
- A visionary business leader who can help chart the course and evaluate development and commercial options for ReCor.
- Experience creating sales and operational strategies by evaluating trends, establishing critical measurements, determining production, productivity, quality and customer-service strategies, designing sales systems, accumulating resources, resolving problems, and implementing change.
- Be “nimble” and work well in a “roll up your sleeves” entrepreneurial environment.
- Undergraduate degree required; MBA and/or post-graduate degree highly preferred.

Salary range: \$300K - \$382K (Commensurate with experience, skills, education and training)

COVID-19 vaccination requirements

At ReCor Medical, we care, we collaborate, we challenge, and we create. Pursuant to these core values, we are focused on the health and safety of our employees, as well as the teamwork essential for innovation of our pioneering technology.

COVID19 vaccines are required for all ReCor US office employees effective June 10, 2021, as well as all new US office employees joining our company. Fully vaccinated persons are those who are ≥ 14 days post-completion of the recommended series of an FDA-authorized COVID-19 vaccine.

Equal Employment Opportunity

At ReCor Medical, we value bringing together individuals from diverse backgrounds to develop new and innovative solutions for patients. As an equal opportunity employer, we do not discriminate on the basis of race, color, religion, national origin, age, sex (including pregnancy), physical or mental disability, medical condition, genetic information gender identity or expression, sexual orientation, marital status, protected veteran status, or any other legally protected characteristic.