

# ReCor Medical

Ultrasound Denervation Therapies

## **Vice President, Sales - East**

Department: Commercial

Reporting to: General Manager, Commercial Operations – North America

Location: US

Workplace Type: Hybrid Schedule with occasional travel to headquarters & field

Expected Travel: 50%-75%

## **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**

This VP of Sales - East will lead a commercial sales team, including coaching, developing, and executing strategies to drive company objectives. The VP of Sales will drive business integrations to identify and evaluate market opportunities and execute growth strategies to maximize the revenue growth and profitability of ReCor Medical's products. The VP of Sales oversees and manages the sales team, budgets, and resources in a defined geographic region in order to achieve established targets for sales, expense control, and market penetration. In addition, the Sales of VP is responsible for customer relationships (both physician and administrative) and focused KOL relationships in the zone.

## **Responsibilities and Duties**

- Lead the team that will launch Paradise (Ultrasound Denervation System), the first ever renal denervation product into the market.
- Work closely with senior management to set the culture and strategic direction.
- Accountability for the overall management, strategy, and leadership for the business in the assigned geography, including sales, margins, market share, growth, and people leadership.
- Hire, train, develop, coach, recognize and retain high caliber sales reps committed to excellence in sales performance, people management, customer care and partner relationship building.
- Motivate, lead and inspire Cardiology Sales Executives and Clinical Consultants to perform to their best abilities; provides required training and development, coaching and conducts regular calls and field visits to develop clinical and sales employees within Region.
- Responsible for managing P&L, ensuring business functions drive operational efficiencies and improving margins to meet the financial profile.
- Develops relationships with key accounts and KOLs in the area that have can have a national impact.

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- Removes barriers and impediments to success, within scope. Acts as a conduit for information to the home office.
- Develops and implements strategic sales plans to accommodate corporate goals and achieve regional sales quota.
- Directs Region sales forecasting activities and sets performance goals accordingly.
- Drive to exceed targets for sales, expense controls, and account penetration.
- Use all available resources (including marketing, med ed, sales support, engineers, finance, clinical, etc.) to develop effective account management strategies and capitalize on sales opportunities.
- Provide timely and open coaching and performance feedback, ensure a continuous process of one-on-one skill development, and swiftly address performance concerns and ensure performance management is effectively managed throughout the region.
- Submit accurate, timely, and complete reports and paperwork regarding field activities and results, market surveys, forecasts, funnel management, expense reports, etc.
- Provide strategic direction and guidance to commercial/sales leaders and cross-functional leadership ensuring that the relationship between area and region teams works effectively.
- Develop a robust talent pipeline, encourages growth & development, ensure career paths are identified for top talent & mentors' top talent directly, driving best practices, and create a culture of innovation, pro-activity, and accountability.

### Requirements

- Minimum of a Bachelor's degree required
- Minimum of 10 years medical sales experience
- Minimum of 5 years of successful people management experience
- Possess a strong track record of developing direct reports
- Strong leadership skills, including the ability to set goals and provide positive and constructive feedback respectfully to build positive relationships and improve business results
- Prior experience developing successful Regional business plans inclusive of budgets
- Strong goal setting and implementation skills demonstrated by a clear record of accomplishments in prior personal and professional pursuits
- Demonstrated skills in account, inventory, expense, and budget management
- Progressive position growth as measured by positions, region size or sales results
- Excellent communication, written and verbal skills
- Demonstrated presentation creation and delivery skills
- Excellent interpersonal skills inclusive of the ability to work with diverse groups
- Proven ability to provide and deliver excellent customer service. Demonstrated strong problem-solving skills.
- Demonstrated ability to work with cross-functional and cross-company representatives
- Demonstrated high level of sales performance in a highly technical, competitive, and volatile environment
- Demonstrated skills in sales planning, organization and execution

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- Consistent success working in a variety of business conditions
- Demonstrated comprehensive understanding of the sales process and ethical business practices.
- Proficiency in Windows, MS Office and sales tracking database system
- Prior experience using customer relationship management automation systems
- Ability to teach and educate medical personnel, peers, and technical support personnel
- Demonstrated success working in a collaborative environment
- This position requires a considerable amount of business travel, approximately 50-75%

### **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  $\geq 14$  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.