



A **GREAT OPPORTUNITY** at the medimaps group USA!

We are a leading global medical software analytics company, that provides expertise in clinical bone health assessment. We are passionate about our patients and are looking for equally passionate employees who can help us in our goal to improve patient care worldwide.

Headquartered in Geneva, Switzerland, with offices in France and the US, the Medimaps Group has full FDA market clearance in the US for its Software as a Medical Device (SaMD), with CMS reimbursement now available for its Trabecular Bone Score (TBS iNsight™) for DXA and X-ray imaging.

To assist us in rolling out and achieving our ambitious commercial strategy in the US, we are currently seeking to fill the new role of VP of US Sales.

## **VP US Sales**

**Contract type:** Permanent full-time

**Location:** Ideally Austin, Texas, but remote options possible)

**Start Date:** ASAP

### **Your key tasks will include:**

#### **Sales Territory Management :**

- Participate and lead in the definition, execution and application of the US (North America) sales strategy and commercial action plans, in accordance with the Company management and objectives
- Identify and propose short and long-term strategies for achieving sales goals and business objectives for the bone health market segment that compliment current and future marketplace needs
- Identify challenges and emerging issues that could be faced by the US organization
- Work with leadership team and staff to recognize internal and external sales opportunities and solutions and define, propose and execute appropriate strategies to support them in accordance with the Company Management.
- Develop a business partnership strategy and provide resources for the field sales team to use when interacting with practice ownership, doctors, and office staff on how to appropriately analyze business trends, review the benefits and features of Medimaps' products and solutions and customer care.
- Identify, establish and nurture relationships within key accounts.

- Responsible for providing support to the field sales organization for the identification of new business opportunities, prospecting and developing new business relationships and customer acquisition opportunities, as well as enhancing existing customer relationships.
- Support the development and creation of an appropriate communications strategy, including marketing collateral and electronic media, in collaboration with the Global and US Marcom Team.
- Participating in cross-functional teams that support all customer-facing roles within the US (North America) region
- Attend local tradeshows, industry conferences and networking events

#### **Market Knowledge, Trends & Analysis:**

- Maintain current knowledge of industry trends and current market practices, as well as Company products and services, operations, and systems to support sales opportunities.
- Provide consistent marketplace feedback to drive development of a winning sales strategy
- Provide regular visibility for management and staff on industry trends, best practices, and competitive insights
- Develops and maintains "Core" knowledge of competitive products, services, technology solutions, and reimbursement/billing issues
- Utilize understanding of and experience discussing the healthcare payer environment and its impact on physicians and ancillary providers
- Leads by example with optimal utilization of Sales Operations tools such as Salesforce.com, dashboards, reports, portals and with keeping data up to date and flowing

#### **Budgets & Metrics:**

- Develop accurate budget proposals and manage budget for the US (North America) strategy
- Be responsible for setting metrics and KPI's, accurate forecasting, smashing annual quotas and the reporting of sales forecasts for US (North America)
- Continually monitor and control progress, via scorecard tracking, to provide updates and recommendations regarding accomplishments and areas of opportunities within the US (North America) market segment.

#### **People Management:**

- Managing the US (North America) Sales team
- Recruitment and training of appropriate candidates for the US sales team in consultation with HR, including definition of job description and interviews.
- Participation in the career management of the US sales team from training, development and performance management to promotion and progression in accordance with potential and merit.
- Drive a high-performance culture through providing leadership to employees through effective objective setting, delegation, communication, and meaningful coaching

#### **Qualifications & Experience:**

- BA / BS Required; Master's degree in health-care or business a plus
- Experience in the health care space selling into hospitals, Large Account , Enterprise Solution and provider groups is a **MUST HAVE**
- **10+ years** in **medical device** or medical software with a field-based sales organization, with a network in the **medical imaging market**
- **5+ years** of experience at a leadership level

- Experience in a **Start Up** environment a real plus
- Previous experience as VP or Senior Director of Sales for the US
- Experience in a fast-paced sales environment
- An individual contributing track record of exceeding annual quotas
- Experience managing a sales group who has exceeded annual quotas
- Demonstratable experience in developing client-focused solutions
- Demonstratable leadership in all aspects of sales, account development, multi-account management, training, and closing
- Strong track record of achieving results individually and through the leadership of others
- Tangible experience in developing short-term (3 to 6 months) and long-term (2 to 3 yr) strategic sales plans

### **Core Skills Required:**

- Ability to communicate effectively, present to C-Level executives, and persuade and influence at all levels of an organization
- Proven ability to drive a sales organization from process and strategy to motivation and results
- Ability to articulate value proposition of both products and services
- Proven ability to position and sell value against competitors
- Outstanding level of articulation, presentation, and negotiation skills
- Excellent verbal and written communication skills
- Strong organizational skills and ability to drive changes within the organization to meet evolving business needs
- Ability to attract and develop talent and manage performance
- Solid executive presence and relationship skills
- Ability to develop strong partnerships internally and externally with key stakeholder groups, and effective communication skills
- Ability to handle multiple priorities in a time sensitive and dynamic environment with Excellent organizational, analytical, and negotiation and problem solving skills
- Ability to plan work and execute autonomously; demonstrate dedication and adaptability as well as reliability and persistency
- Ability to prepare sales presentations and reports effectively to present information to senior management and customers
- **Technical** : Knowledge of basic computer skills such as Microsoft Office Suite; Outlook, Word, Excel, PowerPoint and proficient user of Salesforce CRM

**Travel:** Able to travel extensively in the US and open to working flexible hours when required

### **What we can offer you:**

- Competitive salary package including a base salary of USD 150'000 + (depending on the candidate), plus 40% of salary commission earning potential
- Health Insurance
- 401K participation
- 15 days paid holiday leave per year
- Generous monthly phone and car allowance
- A flexible and friendly working environment with a collaborative atmosphere
- An exciting company mission that brings together science and technology to directly impact the lives of patients

- Flexible and home office working options available
- Diverse and inclusive work force with equal opportunities for everyone
- Socially responsible company with a great mission
- Excellent organizational culture that recognises and values the contribution of every individual
- A dynamic and highly motivating environment

**Application process:**

If you recognize yourself in this job description then please send your CV and Cover Letter to [dbeaumont@medimapsgroup.com](mailto:dbeaumont@medimapsgroup.com) (**Indicating your salary expectations & period of notice**).

Candidates whose profiles do not meet our needs at this time will be notified at the end of the recruitment process. We anticipate that this will take approximately one month.

We look forward to receiving your applications and to welcoming you to the medimaps group!