



Medimaps Group is a leading global medical software analytics company designing, developing and commercializing AI powered medical imaging software for assessing bone health and improving fracture risk detection. At Medimaps, we strive to find simple solutions to complex medical needs for the benefit of the patient. Our passion is to make meaningful and efficient products based on technological innovation.

Headquartered in Plan-les-Ouates, Geneva, Switzerland, with offices in the US and France, we are rapidly scaling up and looking to transition to the next phase of our growth plan. To support us on our scale up journey, we are actively seeking to fill the position of National Sales Director.

This is senior-level position for experienced sales professionals with 10+ years capital equipment or software sales experience to healthcare organizations (ideally medical imaging/radiology, medical devices, software as a medical device) with a minimum of 5+ years' experience at a sales leadership level.

National Sales Director (USA)

Remote position. Ideally located on East Coast or Ohio but flexible depending on the candidate

The Challenge:

Working for a fast-growing company, which will soon be launching additional product lines, you will drive sales revenue growth and embrace the opportunity to take over the Leadership of a national field sales team. Growing and developing the sales team, in tandem with other core business activities in the US you will work closely with the Global Sales Leadership and Marketing Teams to build and consolidate our commercial success across the US. This is an exciting and challenging role for a proven senior sales leader with experience in Medical Device, Software as a Medical Device and ideally with a background in Medical Imaging or Radiology.

Key Responsibilities:

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 Company strategy 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 and channel partners.
- 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. Actively contribute and support the Sales Team in building the sales pipeline and driving sales of our current and future AI imaging software products.
- Communicating with key opinion leaders across the country and building relationships with new KOL's
- Support the development and creation of an appropriate communications strategy, including marketing collateral and electronic media, in collaboration with the - Marcom Team.
- Participating in cross-functional teams that support all customer-facing roles within the US (North America) region
- Attend local tradeshow, 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, outperforming 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 coach

What you bring to the table:

- ✓ Experience in the health care space selling into hospitals, large healthcare accounts , and provider groups is a **MUST HAVE**
- ✓ 10+ years capital equipment or software sales experience to healthcare organizations
- ✓ 5+ years of experience at a sales leadership level
- ✓ Experience in software as a medical device (SaMD), SaaS, medical imaging/radiology a **real plus**
- ✓ Experience in managing distributor relationships and channel partners a real plus
- ✓ Working experience in a Start-Up/Scale-up environment is an advantage
- ✓ Working experience in a fast-paced sales environment
- ✓ An individual contributing track record of exceeding annual quotas
- ✓ 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
- ✓ Demonstrate experience in a -Leadership capacity developing client-focused solutions
- ✓ Outstanding level of articulation, presentation, and negotiation skills
- ✓ Excellent verbal and written communication skills
- ✓ Ability to travel in US and the ability to work flexible hours when required
- ✓ 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 yrs.) strategic sales plans

EDUCATION & TRAINING

BA / BS Required.

Master's degree in health-care or business a plus

MBA a real bonus

SOFT SKILLS

- 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
- **Languages:** Fluent in English essential, any other language a plus

TECHNICAL SKILLS

Knowledge of basic computer skills such as Microsoft Office Suite; Outlook, Word, Excel, PowerPoint and proficient user of CRM

TRAVEL

Able to travel extensively in and open to working flexible hours when required

What we Offer:

- ✓ An exciting company mission that brings together science and technology to directly impact the lives of patients
- ✓ Excellent opportunity for personal growth and development in a fast growing company
- ✓ Flexibility of remote working
- ✓ A flexible and friendly working environment with a collaborative atmosphere
- ✓ Diverse and inclusive work force with equal opportunities for everyone
- ✓ Socially responsible company with a great mission
- ✓ Work life balance valued. Our employee happiness is a priority at the medimaps Group
- ✓ Excellent organizational culture that recognises and values the contribution of every individual
- ✓ Competitive salary package including:
- ✓ Health Care Plan with excellent benefits
- ✓ Contribution towards home office expenses
- ✓ Generous Car Allowance
- ✓ 20 days per years PTO, plus 7 paid public holidays, plus other sick leave benefits

How to Apply:

If this job inspires you and you would like to join the medimaps team, please apply immediately via our LinkedIn Recruitment Platform or direct to HRTeam@medimapsgroup.com . **A CV is required and a cover letter puts you ahead of the pack.**

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 may take approximately 6 to 8 weeks. We apologize in advance for this potential delay but rest assured we will do our very best to get back to you at the earliest possible opportunity.

We are looking forward to receiving your application and to getting to know you better!

Strictly no recruitment agencies please