

## **SALES AND DISTRIBUTION CHANNEL MANAGER EUROPE**

LSO Medical is working to improve how healthcare addresses the needs of patient by improving patient experience and treatment efficacy through innovating products. As one company, we can accelerate and advance our ability to create meaningful innovations - but we will only succeed with the right people on our team. This is the ideal opportunity to join us, and be part of our commitment to the health of others.

### **Summary of the position:**

Goal: Achieve multi-year additional revenue and margin growth through the development of our Vascular European distribution network

Territory: EUROPE

Position Location: Europe – Position is home based

### **Job Requirements and Responsibilities:**

- Develop and maintain relationships with key surgeons, accounts and professional groups that may influence business
- Negotiate distributor agreements
- Evaluate distributor performance
- Evaluate and recommend distribution options
- Train and motivate sales staff
- Oversee new product launches and sales strategies
- Oversee regulatory approval process
- Attend trade shows (congresses, workshops, etc.) and staff meetings
- Coordinate corporate support
- Oversee accurate and timely processing of orders
- Create reports

### **In details:**

#### Strategy

Build an overall distribution Strategy with priority focus in European markets, by assessing the feasibility and readiness of potential partners, recommending an operating model in the respective markets to capture growth.

Define clear performance metrics for our distributing partners, and work with the local teams to institute them by establishing a regular cadence of dialogue and performance reviews.

Identify credible distribution partners; evaluate their eligibility against a set of established selection criteria, and build a plan to streamline our current distributors into a select few who can become LSO's preferred distribution partner.

The Sales and distribution channel Manager will be responsible for building and maintaining distributor and customer relationships, as well as with national and local authorities and key opinion leaders to advance business interests, represent and promote the image of the company.

Candidates must be able to understand how to work in a marketplace where products are differentiated by the added value provided by the company, such as education, scientific support, working in close knit community of specialist Consultants.

The ability to work with and understand cultures is essential. Candidates must be able to demonstrate experience and success in devising marketing strategy, launching new products and managing structure relationships in line with global strategy and structures.

### Execution

Comply with LSO Medical's Distributor appointment / discontinuation process to prepare business cases for distribution agreement.

Selected distribution partners, set performance goals and institute metrics to measure and enhance performance.

Develop channel governance process, establish an operating cadence for on-going monitoring and review of distributor effectiveness

### Qualifications

#### **Desired/Preferred:**

Broad business knowledge and experience ; contracting experience desired

Mature individual, self-motivated, Self-driven, disciplined entrepreneurial, resourceful and results-oriented

Strong communication skills and commercial experience to engage with key distributors to sell ideas, achieve alignment, and improve processes

Worked in an environment where quickly establishing credibility with all levels of customer is required for success. Ability to quickly establish credibility with customers and field force

High willingness to learn, seeking continuous improvement in skills, knowledge and techniques

Good organization and time management skills, including working independently and unsupervised, able to prioritize and handle multiple tasks/projects

#### **Experience and Knowledge:**

University degree in science, economics or equivalent. An MBA is preferred but not essential. The ideal candidate will be fluent (written and spoken) in English, also French will be an asset but not a must.

- A minimum of 5 to 8 years experience in sales and marketing with deep knowledge of the Vascular European markets and a proven track record and hands on experience in working with and managing distributors in Europe. Multi-country experience in launching products must be demonstrable.

- Vascular, Cardiovascular industry experience is preferred. Hospital and healthcare sales and marketing experience is mandatory.

- Track record of increasing sales revenue and market share within regulated markets. Candidate will have an in-depth appreciation for both sales and marketing and have strong leaderships.

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