



Job Description

Job Title: Director of Sales and Marketing

FLSA Status: Exempt

Department: Administration

Reports To: President

Position Summary: The Director of Sales and Marketing is responsible for the direction and management of all sales and business development operations, including revenue generation, market competitiveness, strategic customer relationship and development, and distribution and sales channel activity. The position includes responsibility for the development and growth of a national and international sales team.

Position Responsibilities:

Oversee the development of sales opportunities for medical device hardware and software products and services:

- Manage independent representatives
 - Increase and develop the existing network of independent sales agents.
 - Develop territory goals. Provide training, sales support and regular follow-up.
- Develop and manage distribution channels for product sales and service
 - Develop strategy to develop domestic and international 3rd party distribution channels. Identify opportunities; negotiate distributor agreements.
 - Identify training and sales support needs to ensure successful distribution channels. Coordinate installation and service support.
 - Develop consumable and service sales opportunities for new and existing products.
- Direct sales
 - Develop sales plans and territory strategies to meet sales objectives.
 - Coach sales specialists on their solution strategies and offerings.
 - Attract, hire, train, develop, evaluate, motivate and manage members of the sales and marketing team.
 - Target new business accounts and opportunities for new and existing customers.
 - Lead development, qualify customer funding, prepare quotes, and close.
- Marketing
 - Develop business intelligence to identify areas of growth and opportunities to gain market share.
 - Develop price lists and product configuration strategies.

- Develop and maintain strong relationships with strategic customers.
- Oversee the development of marketing collaterals.
- Establish and oversee customer relationship management system (CRM).
- Oversee e-commerce and company websites.
- Accurately forecast direct and distributor sales.
- Establish trade show presence; coordinate all related logistics.
- Product development
 - Collaborate with Clinical Application Specialists to define new product requirements.
 - Interface with product management to prioritize new product development activities.
 - Identify and support research customers.

Essential skills and experience:

- Bachelor's degree in business, marketing or related field, or the equivalent experience plus 10-12 years' of related experience.
- 3-5 years' experience working in, or interfacing with, clinical applications.
- 3-5 years' experience in selling medical product to hospitals, clinics, or private practices.
- Highly developed organizational, planning and management skills.
- Proven experience in building sales channels and teams.
- Positive attitude with high energy and high degree of integrity.
- Strategic thinker with ability to develop business plans and manage multiple priorities.
- Solid knowledge and proficiency with MS Office; Outlook, Excel, Word, etc.
- Excellent interpersonal and communication skills; strong team player.
- Drive to succeed with a strong commitment to quality and a willingness to do what it takes satisfy the customer.
- Must be able to travel approximately 25% of the time.

If you are interested in joining a growing organization with a vision for the future, please send us your resume. We are a fast-paced work environment, offering competitive compensation, family-friendly benefits and so much more. Please visit www.neocoil.com for more information. Interested applicants should submit a cover letter and resume, including salary requirements, to traci.mortensen@neocoil.com

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