



Job Description

Position Title: Director, Strategy & Business Development
Report To: Chief Strategy Officer (CSO)
Department: Strategy
Location: Mountain View / Remote
FLSA: Exempt
Date: Feb 2024

[APPLY](#)

We are changing the standard of care for millions of untreated sufferers of ENT conditions. We improve patient access to life-changing relief through safe, practical, and effective innovation that changes how and where patients are served. Aerin differentiates itself with our commitment to providing straightforward and clinically proven products so that ENTs and their patients can make treatment decisions together without limits.

At Aerin Medical our values show up as: always seeking the collective good, holding ourselves and each other accountable, showing respect with compassion, creation and innovation and being all in.

As a Director of Strategy and Business Development at Aerin Medical, you will be an essential part of our mission-driven team, dedicated to transforming the lives of those with untreated ENT conditions. Your role will involve contributing directly to our commitment to innovation and improved patient care.

Purpose of the Job:

The Manager/Director of Strategy & Business Development is a critical role developing company strategy and executable business plans to achieve our strategic imperatives. This position will report to the Chief Strategy Officer. Areas of particular focus include the following:

1. Development of Aerin's long-range plan (LRP), serving as a subject-matter expert contributing heavily across groups to strategic choices through market research, insight generation, financial analysis, and cross-functional collaboration. Facilitation of the cross-functional LRP process and the resulting corporate strategy initiatives.
2. Align and advance commercial, portfolio, and other corporate strategies in close partnership with all functional departments, including sales and marketing, reimbursement, medical education, clinical, regulatory, R&D, operations, legal, and finance.

3. Identify and monitor funnel of business development opportunities. Clinical, financial, and strategic assessment of new product ideas. As appropriate, execute various on-strategy business development initiatives, such as licensing, acquisitions, and key strategic partnerships.
4. Engage and collaborate with healthcare professionals and key opinion leaders (KOL) to align the ENT community and leadership with our strategic imperatives.
5. Support internal and external investor relations activities, working closely with CSO, CFO, and CEO to introduce, position, and market the Company's value proposition to current and potential investors.

Major Duties and Responsibilities:

- Work as a cross-functional member of the Company, collaborating with and providing input across multiple areas of the business.
- Develop content and analysis critical for long-range planning (supported operationally); developing critical market insights and surfacing creative solutions to business problems, culminating in alignment around strategic imperatives to guide subsequent planning & budgeting.
- Develop plans to achieve strategic imperatives in close collaboration with broader Aerin team.
 - Serve as a clinical/technical advisor and subject-matter expert, particularly regarding otolaryngology practice dynamics, clinical trends, new/emerging external technologies or procedures. Conduct and/or facilitate research and financial modeling to inform strategic choices as needed.
 - Partner closely with functions to evaluate constraints and/or opportunities to accelerate plan execution (e.g., pipeline or supply chain implications, people capabilities).
 - Develop metrics/indicators to assess success and anticipate adjustments.
 - Serve as a key member in defining the internal change management approach. In collaboration with Aerin leadership, create buy-in for the strategy across the organization.
- Play a key role with Steering Committee and commercial leadership in providing support for the portfolio team—reviewing projects at inception, evaluating use after launch, considering opportunities for acceleration via BD/partnership.
- Lead and execute on-strategy BD initiatives including outreach to potential partners, diligence and negotiation/execution of deals.

- Review global market opportunity, including yearly analysis and assessment of competitive market dynamics/timelines.
- Maintain peer group analysis, tracking and reporting competitive intelligence to relevant departments from earnings calls, analyst reviews, conference intelligence, following news flow.
- Support the S-1 process in collaboration with CSO, CFO, and CEO.

Education and Experience Requirements:

- Bachelor's degree required. Advanced degree in business or clinically relevant field preferred.
- At least 7 years at a healthcare company (MedTech preferred), investment bank, consulting firm, or similar exposure.
- Results-oriented with excellent analytical, strategic, business planning, and teamwork/collaboration skills.
- Strong analytical skills with advanced understanding of valuation and return on investment analysis.
- Ability to shape company-wide choices with a deep understanding of market dynamics and customer behavior.
- Exceptional communication and presentation skills with the ability to engage and influence stakeholders at all levels, including scientific and business experts externally and company leadership internally.
- Decisive; comfortable with ambiguity around assessing new business opportunities; energetic and resourceful self-starter with a high sense of urgency.
- This role will require 25% travel