



## Job Description

**Position Title:** Regional Sales Director – East  
**Report To:** Area Sales Director  
**Department:** Sales  
**Location:** Remote  
**FLSA:** Exempt  
**Date:** February 2024

**APPLY**

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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 an Regional Sales Manager 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 JOB:**

The Regional Sales Director leads a team of approximately 6-8 Area Sales Managers to ensure the achievement of revenue targets for the company. This includes overseeing and leading the identification of business opportunities, building and fostering client relationships and ensuring the effective sales of Aerin products to meet/exceed sales forecasts and goals. The Regional Sales Director is an integral part of the sales leadership team providing key insight into the development of the commercial strategy. This position reports directly to the National Sales Director.

### **MAJOR DUTIES AND RESPONSIBILITIES:**

- Direct training, coaching and direction of area sales managers/associate sales representatives and potential future roles within Region.
- Identify and Hire for expansion markets and open territories within Region.
- Conduct Quarterly / Annual Business Review and Planning Session with each ASM in Region.
- Conduct 1 field ride per quarter with each ASM for a Minimum of 2 days.
- Relationship-selling, partnering and managing accounts.
- Identify and build relationships with key opinion leaders and customers to uncover opportunities which enhance product line performance.

- Initiate and evaluate corporate pricing agreements with customers to ensure the value proposition of product line.
- Submit weekly / monthly reports detailing activities/sales volumes/training needs for each area. Assist sales managers in developing and selling to new accounts.
- Help ensure the success of sales/marketing plan and objectives through sales efforts directed towards sales associates and customers.
- Partner with Aerin Medical internal partners to help further develop commercial strategy.
- Fiscal budgetary responsibility.

#### **EDUCATION REQUIREMENTS:**

- Bachelor's degree highly desired
- Master's degree is a plus

#### **EXPERIENCE REQUIREMENTS:**

- Minimum of ten (10) years of medical device, medical products sales experience, healthcare or pharmaceutical.
- Proven sales management experience or Field Sales Trainer / Field Advisory Council experience.
- Experience leading teams in new and disruptive product sales.
- Excellent written and verbal skills.
- Goal setting and implementation skills demonstrated by a clear record of accomplishments in prior personal and professional pursuits.
- This position requires over 70% travel.

#### **OTHER QUALIFICATIONS**

- Goal-driven, passionate leader with acumen and interpersonal skills to inspire and motivate.
  - Proactive, results-oriented and eager to contribute.
  - Maintain industry awareness regarding market trends, competition, product acceptance, and new product releases.
  - Analytical and problem-solving skills; ability to see through and handle complexity of all situations.
  - Ability to develop and implement solutions, from strategy to deliverables.
  - Multitasking ability and strong management skills.
  - Embodies values, ethics and trust.
- Preferred areas of residence: Northeast to Mid-Atlantic