



Job Description

Position Title: Vice President, Sales
Report To: Chief Commercial Officer
Department: Sales
Location: Remote
FLSA: Exempt
Date: August 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: Aerin Mindset, Integrity, Respect, Innovation and Excellence.

As a Vice President of Sales 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 Vice President of Sales will lead and manage the entire sales organization 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 VP of Sales will play a critical role in developing and executing the commercial strategy, expanding market reach, and driving organizational growth. Initially, the role will have direct oversight to the West Region as they are onboarding and will hire an Area Director for the Region. This position reports directly to the Chief Commercial Officer.

RESPONSIBILITIES:

- **Leadership and Management:**
 - Lead, coach, and develop a team of Area Director and Regional Sales Directors ensuring the team's growth and success.
 - Foster a high-performance sales culture focused on accountability, continuous improvement, and achieving ambitious sales targets.
 - Identify and develop future sales leadership talent within the organization.
- **Strategic Planning and Execution:**
 - Develop and execute a comprehensive sales strategy that aligns with Aerin Medical's overall business objectives.
 - Participate in the mid-year and annual executive team planning sessions defining key corporate initiatives and objectives.

- Participate in Board preparation with market insights, challenges/risks and overall sales strategy
- Conduct quarterly business reviews with Area Directors assess performance and adjust strategies as needed.
- Participate in quarterly commercial summits with the leadership team to evaluate progress and strategize for upcoming quarters.
- **Market and Relationship Development:**
 - Expand relationships with key opinion leaders (KOLs), customers, and industry stakeholders to uncover opportunities that enhance product line performance.
 - Identify and vet KOL partnerships for the Surgeon Advisory Board.
 - Partner closely with the Market Access team to support ASMs and customers, building confidence in our market access strategy.
 - Ensure the development and maintenance of strong customer relationships to drive long-term business growth.
 - Lead the Market Development team in its programs designed to expand patient access and market awareness.
- **Sales Operations and Performance:**
 - Oversee the creation and execution of business plans for the sales team, ensuring proper alignment and execution.
 - Assist in the development of semi-annual quota and compensation plans.
 - Evaluate corporate pricing agreements with customers to ensure the value proposition of the product line.
 - Roll up weekly/monthly reports from Area Directors/Regional Sales Directors, detailing activities, sales volumes, and training needs.
- **Collaboration and Cross-Functional Partnership:**
 - Partner with Aerin Medical internal teams, including marketing, product development, and customer support, to help further develop and execute the commercial strategy.
 - Help ensure the success of sales and marketing plans and objectives through collaborative efforts.
 - Provide fiscal budgetary oversight and manage financial aspects of the sales organization.
- **Talent Development:**
 - Assist Area Directors and Regional Sales Directors with talent development for leadership positions, including the Field Advisory Council and Field Sales Managers.
 - Work with the Area Directors to develop strategies for expanding the sales team

EDUCATION REQUIREMENTS:

- Bachelor's degree highly desired with a Master's preferred.

EXPERIENCE REQUIREMENTS:

- Proven sales management experience in a senior role is required.
- ENT experience is preferred.
- At least 12 years of experience leading teams in new and disruptive product sales.
- Excellent written and verbal communication skills.
- Demonstrated goal-setting and implementation skills with a track record of personal and professional accomplishments.

OTHER QUALIFICATIONS:

- Goal-driven, passionate leader with the acumen and interpersonal skills to inspire and motivate a team.
- Proactive, results-oriented, and eager to contribute to the company's success.
- Maintain industry awareness regarding market trends, competition, product acceptance, and new product releases.
- Strong analytical and problem-solving skills with the ability to handle complex situations.
- Ability to develop and implement solutions from strategy to deliverables.
- Excellent multitasking and strong management skills.
- Embodies values, ethics, and trust.

BENEFITS AND PERKS:



Our culture is rooted in our core values every day, in everything we do.

Our benefits focus on the 5 dimensions of wellbeing: physical, financial, emotional, career and community. Physical benefits include Medical – PPO & HSA with co-contribution, Dental, Vision, Accident Insurance, Critical Illness, Hospital Indemnity, and onsite Tonal & Peloton. Financial benefits include HSA/FSA, 401k with company match, Lifestyle Spending Account, Long Term Disability, Life Insurance, a monthly stipend to cover phone and tech costs, employee discounts, and weekly office lunches. Emotional benefits include Employee Assistance Program, 5 free counseling sessions per issue per year, 80 hours sick leave, 13 holidays, and flexible vacation (exempt employees). Career and Learning & Development opportunities with Aerin led leadership trainings. Community initiatives which include Aerin “give back” week, family days as well as Aerin holiday giving.