

## **PRYTIME MEDICAL JOB DESCRIPTION**

### **CHIEF COMMERCIALIZATION OFFICER**

#### **Company Overview:**

Prytime Medical Devices, Inc. (The REBOA Company™) is a well-capitalized, early revenue, innovative medical device company with strong intellectual property and significant commercial momentum which designs, develops, and commercializes minimally invasive solutions for hemorrhage control. We recently received FDA clearance on two exciting new products, which provide us with a significant additional competitive advantage. We now seek an experienced Chief Commercialization Officer to accelerate our growth to the next level. Additional information on our company can be found at [www.prytimemedical.com](http://www.prytimemedical.com).

#### **Position Overview:**

As the Chief Commercialization Officer your responsibilities include overall Sales, Marketing, and Clinical Support to drive market growth and revenue in a new and emerging market (Endovascular Hemorrhage Control in Trauma). You will work closely with the CEO and other senior management to develop, implement, and measure the overall commercial strategy and results for the company. You will recruit, hire, and manage a team to accomplish all aspects of Sales, Marketing, and Clinical Support for the entirety of our commercial products. Your experience and reputation establish you as an expert in working with a wide range of clinical, academic, and industry key opinion leaders, clinical investigators, policy makers and regulators. In addition, you have deep experience and an established track record of success in Medical Device Sales, Marketing, and Clinical Support for new and emerging markets.

In this role, you will be responsible for developing, adapting, and revising strategies and tactics as necessary to dominate our markets while also developing value for potential acquirers. You will gather and evaluate strategic competitive clinical information and use it to develop appropriate pricing and reimbursement strategies for the various markets we sell into, with an emphasis on positively impacting clinical outcomes. Accordingly, you will be in position to help shape the direction and ultimate success of the Company.

**Reports To:** CEO

**ESSENTIAL DUTIES AND RESPONSIBILITIES INCLUDE BUT ARE NOT LIMITED TO:**

- Leading by example, ensure the overall integrated commercial success of the organization
- Combine deep technical knowledge of Medical Devices Sales and Clinical Support with strong Marketing, Business Development, and Leadership skills to develop, staff, and manage the organization needed to implement Worldwide Sales, Marketing, and Clinical Support for the company
- Ensure all functions of the Sales, Marketing, and Clinical Support organizations are aligned to meet our overall strategic commercial objectives
- Develop, adapt, and/or revise strategies and tactics as necessary to dominate a wide range of new and existing markets
- Create a culture of accountability and achievement for both short-term and long-term goals and objectives across the Sales, Marketing, and Clinical Support organization
- Cultivate a motivated and highly successful and high-functioning team while developing, coaching, and providing feedback to direct reports on an on-going basis
- Draft, implement, and evaluate cross-functional decisions that will enable the organization to achieve its long-term objectives
- Nurture an environment that maximizes the highest clinical acumen for all our personnel
- Own the customer interface with the Company and our entire offering of products
- Develop and implement measurable clinical support outcomes and objectives
- Own ultimate responsibility for the Prytime Medical brand
- Identify, create, and execute sales strategy derived from overall corporate strategy, with identified goals and benchmarks, objectives, metrics, new initiatives, pipelines, milestones, and profitability that support strategic goals
- Utilize sales and account penetration metrics to accelerate adoption and sales of REBOA in US commercial trauma markets with strategic expansion to adjacent markets and other countries
- Identify and nurture relationships with key current and future customers to maximize value
- Plan, develop, and execute global sales programs and campaigns, including the management of international partners and internal sales team
- Manage relationships with key opinion leaders, obtain product, clinical, regulatory, pricing, and reimbursement information and feedback to develop solutions and create value
- Identify maximum reimbursement for each market and work to increase where appropriate
- Gather and evaluate strategic competitive clinical information and use it to accelerate product adoption

- Develop and implement plans to transition OUS and the military market into profit centers
- Work with other senior management on strategy, tactics, and information to support new product development, clinical trials, or other areas of need
- Act as the company's "eyes and ears" and ambassador, reporting key industry trends, reactions, opinion, and product feedback including competitive and complementary products, technologies, and companies.
- Attend and represent the company at various industry and/or clinical symposia, ground rounds, and meetings
- Help develop annual and quarterly goals and strategic plans for Sales, Marketing, and Clinical Support performance, and in conjunction with your key reports help develop and manage the budget and resources needed for success
- Support efforts to explore, accelerate, and expand REBOA utility and clinical use to a wide range of both trauma and non-trauma indications, including but not limited to GI bleeds, OB/GYN, Interventional Radiology, vascular, emergency medicine, military, pre-hospital, orthopedics, critical care, and/or general surgery
- Serve as general subject matter and procedural expert on REBOA and company products, mission, purpose, and strategy for various audiences in a wide range of settings including commercial stakeholders
- Support REBOA program implementation and rollout at key US centers
- Support company-wide development of data and/or publications to accelerate widespread clinical acceptance
- Interface with various preclinical and clinical research and development leaders in the evaluation and analysis of key research and translational data
- Lead the development, deployment and management of all field based clinical, technical and product training initiatives for Prytime Medical Devices and its customers
- Provide Oversight to ensure "Fanatical Support" and training for our customers Surgical and Non-Surgical staff by ensuring development, measurement, and implementation of successful REBOA training and education programs
- Provide senior management oversight of a team of training and education professionals, and their field training and clinical education activities and programs.
- Provide senior management oversight for the design and implementation of new customer account training, REBOA implementation, distance learning, and sustainment training
- Continuously monitor all training programs for effectiveness and efficiency; oversee changes and adjustments to Clinical Support programs or techniques as necessary
- Ensure timely and effective training of new field personnel and company personnel on REBOA products
- Have ultimate responsibility to establish, enhance, and distinguish the positioning of the Prytime Medical product portfolio in the marketplace
- Provide senior oversight to ensure effective implementation of downstream marketing strategies, activities, and materials. Manage Effectiveness of various

- marketing activities including strategy development, customer engagement, market development, creation and distribution of marketing collateral, market research, monitoring competitive activity, identifying customer needs, or other activities as required
- Establish and review pricing strategies as needed
  - Ensure effective new product rollout and subsequent market adoption
  - Manage a significant budget
  - Contribute to corporate strategy on where to expend resources and forecasting future financial needs
  - Work under all corporate compliance and GCP requirements
  - Other duties as required

### **POSITION REQUIREMENTS:**

#### **Education:**

BA/BS degree required. Advanced Degree in Business, Marketing or Advanced Clinical Practice preferred.

#### **Required Experience/Knowledge/Skills:**

20+ years of overall experience in the Medical Device Industry, including specifically relevant experience in Sales, Marketing, and Clinical Support with a proven, consistent history of high performance in leadership roles of increasing responsibility

Overlapping 10 years of experience in the commercialization of new technologies in new markets

Minimum 5+ years direct sales leadership experience with demonstrated results as a first line sales leader

Proven experience developing, staffing, and managing Sales, Marketing, and Clinical Support organizations

“Player Coach” who can support tactical needs while simultaneously building out their team

Ability to thrive working in a fast-paced, geographically distributed, innovative start up environment while remaining flexible, proactive, resourceful, and efficient

Excellent interpersonal and communication skills, with proven ability to develop important relationships with key internal and external stakeholders

Demonstrated ability to set a vision and strategy, then communicate with clarity into actionable plans to drive results

Proven experience leading others in highly complicated and competitive environments

Demonstrated success in developing and executing effective strategic plans

Demonstrated track record of coaching and developing people to achieve excellence and ability to effectively manage underperformance

Deep experience building out and leading new teams

Good conflict management and negotiation skills

Ability to analyze complex issues to develop relevant and realistic plans, programs, and recommendations

Strong team player who has a customer service approach and is solution oriented

Ability to quickly develop deep product knowledge

Ability to quickly identify and remedy barriers to product adoption in a variety of clinical settings

Proven self-motivator, with strong time management and leadership skills, and the ability to “do the dishes” (work the details) while still contributing strategically

Strong financial forecasting and budgeting skills to proactively identify financial impact of suggested actions

Ability to travel up to 80%