

Vice President of U.S. Sales

Company Overview

At Prytime Medical Devices, we have a bold vision: No one should bleed to death, and The sooner you stop bleeding, the better. We are working to revolutionize the care of severely injured patients by enabling trauma teams to gain control of life-threatening bleeding as a bridge to definitive repair. We partner with leading trauma centers to enable endovascular bleeding control through innovative devices and fanatical customer support. In support of our vision, we design, develop, and commercialize minimally invasive solutions for hemorrhage control. Our flagship product is the ER-REBOA-PLUS™ Catheter, the market leader for endovascular aortic occlusion in trauma. In addition to our national roll out of the ER-REBOA-PLUS™ catheter, Prytime was recently granted FDA clearance on a next generation partial REBOA catheter designed specifically to reduce ischemic insult and reperfusion injury called pREBOA-PRO™. We are following a very selective, data intensive approach to releasing this product. In doing so, Prytime is poised to create additional strategic opportunities and to lead the introduction of these devices in trauma and adjacent specialties. We are expanding our team to provide fanatical clinical support to improve outcomes with the launch of these new devices into the trauma and critical care market.

Position Overview:

The Vice President of U.S. Sales possesses experience and excellence in building teams through effective recruiting, aligning sales teams to the company mission to execute the company's annual operating plan, coaching each member of the sales team to execute strategies and tactics within each targeted account that achieves the overall quota performance, and provides timely feedback on performance to improve tactical performance and sales results.

As a successful Vice President of U.S. Sales, you will provide an integral link between customers, the sales organization, marketing, and other corporate support functions. You will help to ensure all information, workflows and sales processes are in place for the successful achievement of business and sales plans.

The Vice President of U.S. Sales at Prytime will be capable of working in a fast, high growth company. The position requires one to function in a highly analytical and process-oriented environment and have a great understanding of business process and strategies. This leader is a detail-oriented self-starter who enjoys being customer focused and present in the market, can interact with colleagues and customers at all levels of an organization, is agile and can adapt quickly to shifting priorities, and is able to provide sound coaching and instructions to his sales staff for them to achieve their targeted sales goals.

This role will partner closely with the Chief Commercial Officer to put structures in place that help the organization efficiently manage sales priorities to optimize revenue. This leader will collaborate with colleagues to design and implement customer solutions, including Account Plans, Prospecting Plans, Deal Plans and Customer Tactical Plans.

The Vice President of U.S. Sales strives to be the foundation of the U.S. sales organization at Prytime Medical. This leader will be responsible for helping their sales team navigate the organization effectively and help the customers achieve new practice standards in resuscitation management with the tools and sales processes that have been developed to maximize impact.

The Vice President of U.S. Sales will possess experience in all aspects of sales including having had experience in selling and managing a territory in their past, managing teams, working with sales operations to develop territory plans, quotas, commission structures, sales reporting, working with marketing at translating the annual marketing plan into a tactical field selling plan, and finally working with management to drive excellence in Account Planning, Prospect Planning, Deal Planning and Tactical Action Plans.

Job Duties & Requirements:

- Be a key member of the commercial leadership team
- Learn and master the trauma market and key attributes of how trauma surgeons manage resuscitation
- Recruit, select and train highly qualified Market Development Managers (MDM's) and Areas Sales Managers (ASM's). Note: MDM and ASM roles are all direct selling positions.
- Execute the development and execution of Account Plans, Prospecting Plans, Deal Plans with Tactical Action Plans

- Manages sellers to execute Account Plans and Deal Plans to the Prytime Medical Sales Process
- Execute monthly Pipeline Reviews with all sellers
- Continuously coaches their sales team on tactical execution and ways to improve individual selling competencies
- Works closely with Marketing to translate the Annual Marketing Plan into a sales tactical plan
- Works closely with Sales Operations to develop territory plans, quotas, commission plans, and sales reporting that measures the impact of sales activity and results
- Works closely with the Chief Commercial Officer in managing Key Opinion Leaders (KOL's)
- Attends weekly ROCK Meetings
- Solves customer problems with urgency and resolve
- Collaborates with cross-functional teams to improve overall operations process
- Continuously researches and remains knowledgeable of industry trends and competition
- Be a symbolic part of the team responsible for building and maintaining a great culture

Desired Skills and Experience:

- Bachelor's degree required
- Has successfully completed 5+ years in sales management capacities
- Has demonstrated mastery in recruiting, training, and developing sales talent
- Possesses exceptional interpersonal skills and can align varied perspectives around a common cause
- Has a strong process orientation that can manage effectively to a very structured Sales Process, Account Planning, Prospect Planning, Deal Planning and Pipeline Review regiment
- Possesses excellent written and verbal communication skills with an ability to facilitate meeting with sales personnel
- Has a bias towards action with a propensity to be in the field with sales team in front of customers
- Displays endless curiosity and a need to dive deeper for understanding
- Displays the desire and capacity to work independently AND collaboratively
- Enjoys creative problem solving