



Regional Sales Manager – Northeast US

Who you are:

We are looking to hire a Sales Manager for the Northeast territory of the United States to help with driving, identification and adoption of new customers and business opportunities for Genesee Biomedical's Cardiac Surgery portfolio. This Sales Manager would preferably have a background in medical device sales in the cardiac surgical space. Having experience interacting with heart surgeons is a must. This individual will have excellent organizational and analytical skills.

Top candidates will have strong existing professional relationships and outstanding presentation and report-writing skills, with the ability to work on their own initiative and as part of a team.

This Sales Manager will report directly to the Vice President of Sales and Marketing and have opportunities to grow and take on additional leadership at the company.

Who we are:

Genesee Biomedical Inc is a global leader, partner, and resource for innovative medical devices and instrumentation. We design, develop, and manufacture unsurpassed quality products in the cardiac surgical space.

Responsibilities:

- Developing professional expertise; applies company policies and procedures to achieve projected quarterly sales goals for assigned products, as directed.
- Develop business plans for their geography and implement national sales strategies and programs.
- Achieves sales operational objectives by contributing sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing production, productivity, quality, and customer-service standards; resolving problems; identifying trends; determining system improvements; implementing change.
- Meets sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Determines annual and gross-profit plans by forecasting and developing annual sales quotas for regions; projecting expected sales volume and profit for existing and new products; analyzing trends and results; establishing pricing strategies; recommending selling prices; monitoring costs, competition, supply, and demand.
- Manage district teams of distributors and independent sales representatives to maximize their performance and help achieve/exceed sales and budget targets.
- Attends local and national tradeshows that are important to the Regional Sales Director's business.
- Communicates and works effectively with supervisor and company personnel.
- Operates within operating expense (Annually) budget.
- Maintains proficiency on all products.
- Represents the company in a positive manner to customers during and after duty hours.
- Develops strong professional relationships with customers.
- Assists with various projects as assigned by direct supervisor.
- RSM needs to achieve regular and consistent face-to-face coverage of customers.



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- Develop Key Opinion Leader (KOL)
- Through collaboration with management team, conduct strategic market development activities.
- Serve as the market intelligence liaison for marketing.
- Conduct hospital presentations and in-services.
- Develop future training pipeline by exposing existing physicians or converting strategic new targets to the Genesee products.
- Leverage Sales resources to help scale launch of new products.
- Identifies marketing opportunities by identifying consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business; establishing targeted market share.
- Sustains rapport with key accounts by making periodic visits; exploring specific needs; anticipating new opportunities.
- Provides information by collecting, analyzing, and summarizing data and trends.
- Protects organization's value by keeping information confidential.
 - Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks.

Requirements:

- Bachelor's degree.
- 3 years+ medical device sales (essential).
- Ability to work under pressure and meet tight deadlines.
- Ability to work independently and as part of a team.
- Excellent clinical selling skills and ability to quickly build credibility with a highly educated customer base.
- Experienced interacting with cardiac surgeons
- Overnight travel required.

Location:

- Major Metropolitan City in the Northeastern US

Salary & Benefits:

- Compensation based on experience.
- Strong benefits package including medical, dental, vision, and life insurance, 401(k) plan, HSA, and FSA.

How to apply:

- Please reach out directly to tshannon@geneseebiomedical.com or apply online at www.geneseebiomedical.com if you are interested with your resume and a brief description about why you are the right candidate for this position.