



Market Development Manager

Accountability Objective: The Market Development Manager is responsible for achieving sales of Flowonix Medical's Intrathecal Baclofen pump therapy in accordance with Company Plans and providing a positive depiction of Flowonix within the medical community.

Essential Functions:

1. Sell Flowonix Medical's Intrathecal Baclofen pump therapy to achieve Company sales objectives within your specific region. Call on physicians, nurses, therapists, or other ancillary professionals including patient support groups to achieve revenue goals. This will entail making presentations and perform live demonstrations. Ability to prepare and present proposals. Responds to customer and potential customer inquiries in a timely manner. Provides product and pricing information.
 2. Develops and maintains effective relationships with existing and potential clients for ITB therapy. Responds professionally to customer needs, by understanding customer requirements and striving for complete customer satisfaction. Ability to observe and teach effective ITB trials with customers.
 3. Follows-up on leads from trade show and other marketing activities. Reports regularly on lead generation activity and results of lead follow-up.
 4. Participates in trade show activities including set-up, product demonstrations and displays, distribution of marketing materials, presentations in Company symposiums and client-related activities.
 5. Supports new product releases. Implements the initial stages of the launch of new products and/or new technologies with training programs and materials, ads, attendance and demonstrations at identified major meetings, case studies, Journal reviews, and sales updates.
 6. Exhibits strong work/ organizational habits as they relate to planning and time and territory management skills. Be able to provide state of business and review by account with the VP of sales. Prioritizes activities effectively. Manages effective expense control
 7. Demonstrates a "team" attitude. Interacts with Territory Managers within your specific region. Create a specific business plan with each separate Territory Manager to achieve the ITB business regional objective. Handles conflict in a positive manner, while striving for a win-win solution.
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Decision-Making Authority:

1. Assists in the development of forecasts weekly for ITB pumps within your region.
 2. Regional management and analysis of sales trends, utilization of appropriate business partners to present marketing and business plans to accounts for territory development and growth.
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Position Specifications:

1. Knowledge/Educational Requirements

Bachelor's Degree in Science/Business or equivalent; strong preference for two years minimum referral/therapy development sales experience; successful three to five years total medical sales experience to surgeons, administrative staff, and payers. Solid knowledge of the Reimbursement climate; experience call on physicians in one or more of the following or related referral accounts- psychiatrist, Oncology, Internal Medicine, or Primary Care Physician/GP; experience in developing new, innovative markets; experience in making multiple referral calls on a daily basis; familiarity with the OR is a plus.

2. Skills and Abilities

Solid job skills in business planning/consulting and territory financial analysis; preferred knowledge of managed care, physiology/clinical therapies, and implantable devices; excellent interpersonal, communication, negotiation skills; team oriented; conceptual/consultative sales skills. Ability to successfully operate in a team environment and be an "out of the box" thinker to address unique problems.

3. Physical Demands/Work Environment

Lifting/carrying 20 pounds; sit/stand/walk 6-8 hours day; operate moving vehicle; Environment Exposures; eye protection, infectious disease, and radiation.

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Working Relationships:

1. Internal Contacts:

Marketing, Regulatory, Clinical Field Engineers, Engineering, and Management.

2. External Contacts

Physicians, clinical staff, Key Opinion leaders, purchasing, O/R staff and management, Hospital/ ASC pain referral community, coding/billing, representatives from similar pain markets/ co-promote opportunities, physician office managers and marketing representatives.
