

Job Description: *Global business unit leader for cartilage market*

The position, to be based in Europe, will work alongside the US commercial organization and UK-based operations and R&D groups to successfully launch the company's first finished medical device, ChondroMimetic®. ChondroMimetic is an osteochondral scaffold with the potential to disrupt the cartilage repair market through several key advantages:

- **Ease-of-Use:** off-the-shelf design, delivered in a single arthroscopic procedure
- **Long-Term Outcomes:** backed by 8-year clinical data showing durability of cartilage regeneration
- **First-Line Repair:** alternative to ineffective treatment methods that lead to the need for multiple procedures, and a cost-effective alternative to expensive cell-based treatments

Essential Functions:

Subject Matter Expert

- Serve as the preeminent technical contact for ChondroMimetic
- Create and implement product and surgical training programs for distributors
- Organize medical education initiatives, including surgeon training courses and cadaver labs
- Establish and maintain close relationships with industry KOL's who will act as advocates for the company
- Travel with regional distributors and provide in-theatre clinical support to surgeons
- Stay current on industry knowledge by regularly reviewing journal publications, examining competitive literature, and attending technical symposiums
- Provide insights into product and market trends

Product Launch

- Collaborate with commercial team to execute the Go-To-Market strategy:
 - Refine product positioning, competitive analyses, and planning for objection handling
 - Advise on creation of sales tools, such as brochures, presentations, multimedia tools, and surgical videos
 - Work with commercial team to effectively plan for congress exhibitions
 - Negotiate and oversee clinical projects and activities to achieve reimbursement in key geographies
 - Develop market access strategy and clinical launch plans for UK and German markets
- Assist in budget planning for launch-related activities and ongoing support of distributors
- Act as the Voice of the Customer within the organization to advise strategic product line decisions, such as product enhancements or product line extensions

Sales & Distribution Management

- Manage regional sales agents and distributors:
 - Effectively motivate and direct a network of independent distributors to achieve revenue targets for EMEA markets
 - Create and manage Mutual Action Plans (MAP's) with distributors to define annual sales targets, minimum inventory purchase requirements, and other time-bound activities related to marketing, training, product registrations, and reimbursement
 - Hold forecast reviews with distributors on a quarterly basis to maintain accountability and inform finance and operations group of anticipated inventory needs
 - Detect deviations from regional business plans and implement actions to remedy
 - Manage daily response to distributor requests and involve other company personnel as appropriate
- Establish additional distribution channels throughout EMEA
 - Define selection process to identify the right strategic partners
 - Negotiate distribution agreements in collaboration with Chief Business Officer
- Potential interim management of distributors in Asia



Job Description: *Global business unit leader for cartilage market*

Requirements:

- Minimum Bachelor's degree, preferably in biomedical or business disciplines
- 5-10 years of experience executing medical device Go-To-Market strategies (sales or marketing functions)
- Demonstrated expertise with arthroscopic orthopaedic procedures, including surgical training and support inside of the operating theatre
- Ability to identify the best product advocates and develop a network of KOL's (preferably has an existing network of surgeons working in the cartilage repair market)
- Track-record of successful commercialization of disruptive technologies
- Experience supporting clinical initiatives to achieve reimbursement
- Strong project management skills and ability to drive product launch with appropriate amount of autonomy
- Team player with strong interpersonal skills who will create productive relationships within the global organization
- Excellent written, verbal, and visual communication skills, with ability to adapt to a variety of audience backgrounds
- Acts with full accountability, ownership, and a high sense of urgency
- Based in Europe with proximity to an airport
- Ability to travel up to 60% (primarily throughout Europe, but possible trips to support Asian markets and international congresses)

What You'll Get:

- Support of a highly experienced management team with a track record of successful commercialization of orthopaedic devices
- Opportunity to direct the strategy behind a new business model for the company
- Autonomy along with the ability to make decisions alongside the senior management team
- *The right candidate has a tremendous opportunity to create an impact that will have high visibility among customers, employees, business partners, and investors. We are looking for a results-driven leader who is hungry for an opportunity to differentiate themselves in the market, and passionate about improving the quality of life of the many patients living with lost joint function and chronic pain today.*

To apply or inquire about current opportunities please contact us at careers@collagensolutions.com.