



## Job Description

<b>Job Title:</b> Clinical Account Manager	<b>Department:</b> Sales
<b>Reports To:</b> Area Sales Director	<b>Date:</b> July 2023
<b>Classification:</b> Exempt, Full-Time	<b>Position Location:</b> US East, major city

## Company Overview

iotaMotion Inc, a privately-held company based in Iowa City, IA, was founded in 2015 by Otolaryngologists from the University of Iowa Hospitals and Clinics, which has been at the forefront of cochlear implant innovations for decades. Through robotic-assistive technology, we aim to standardize cochlear implant electrode insertion with the goal of improving outcomes and expanding access to the technology for both surgeons and patients.

The iotaSOFT® Insertion System is the world's first and only FDA-authorized robotic-assisted cochlear implant insertion system. iotaSOFT®, designed by leading otolaryngologists, controls the speed of electrode insertion to minimize the force and force variation observed within the cochlea with traditional manual implant insertion technique.

iotaMotion's vision and mission is to advance cochlear implant surgery, as well as future applications, beyond human capability. We aim to expand the value of robotic assistance to the broadest patient population possible by partnering with surgeons, healthcare systems and stakeholders to implement and develop robust iotaSOFT® robotic programs.

## Position Overview

The Clinical Account Manager will be responsible for tactical and strategic support of sales and marketing efforts with a focus on clinical application and product training for iotaMotion customers. This includes clinical and strategic implementation and growth of iotaSOFT® Robotics Programs with engaged customers throughout the US, as well as collaboration with sales and marketing teams to generate new interest in the iotaSOFT® technology and program.

The Clinical Account Manager will be actively involved in the continuous improvement of training programs and provide support for customer training and sales initiatives. Coordinate product training for customers and sales agents, key presentations, and demonstrations. Build a positive and productive customer relationship and help develop, refine, and focus the marketing efforts of the company.

The ideal candidate will have strong clinical sales and surgical support experience with proven capability in delivering novel, disruptive medical/surgical technologies. The ideal candidate should have experience in the OR, understanding of the ENT market with emphasis on cochlear implantation and/or surgical robotics. The role will interface with team members across the company and report to the Sales Organization.

We are seeking candidates that thrive in a multidisciplinary role to anticipate, translate, facilitate, and execute across teams and customers. The successful individual will be adaptable and energized by a dynamic startup environment as a key member of our team working to improve surgical outcomes within the cochlear implant space.

### **Essential Job Functions:**

#### Product and Training Support

- Develop a strong clinical acumen necessary to articulate and sell the value of iotaSOFT® robotic technology.
- Educate surgeons, staff and audiologists on the clinical benefits of iotaSOFT® and deliver established messaging and best practices with confidence, enthusiasm and respect.
- Train and guide surgeons and facility staff in the use of iotaSOFT® ahead of the case, during set-up and within the case to ensure precise and successful surgical outcomes.
- Ensure deliverables and training are performed in accordance with the iotaMotion's QMS and company policies.
- Own day to day coordination of account activities and necessary tasks to support procedures including managing logistics, inventory, trainings, and deployment of product updates.
- Effectively work cross-functionally with iotaMotion Team members to deliver an exceptional customer experience.
- Resolve customer issues or complaints, and relay customer feedback in a timely manner.

#### Sales Support

- Effectively sell the clinical, economic and strategic value of iotaSOFT® to build market interest and support sales pipeline development.
- Partner with sales and marketing leaders to prospect, engage, build relationships and support efforts with new customers to meet sales objectives.
- Develop and execute sales strategies in the market to drive expansion of existing iotaSOFT® programs.
- Assist in product demonstrations and evaluations to onboard new hospital and surgery center sites and drive unit sales by pursuing and obtaining leadership and/or value committee approvals.
- Support the execution of the sales plan to grow product utilization and increase volume with current and potential surgeons.

### **Requirements:**

- Bachelor's degree in Technical Field
- 3+ years of experience in medical device sales or relevant fields
- Must live near a major US airport
- Experience and interest in the ENT and/or surgical robotics space. Specific cochlear implant and audiology experience/exposure preferred



14 ½ S Clinton St.  
Iowa City, IA 52240

info@iotamotion.com  
iotamotion.com

---

- Extensive time spent in the operating room supporting surgeons
- Strong network within US hospital systems
- Self-starter with ability to function in a rapidly evolving startup environment
- Ability to switch between strategic and tactical roles
- Strong critical thinking, problem solving and communication skills
- Ability to travel up to 75% of the time to meet job responsibilities

iotaMotion is an equal opportunity employer and does not discriminate based on race, color, sex, age, disability, sexual orientation, gender, religion, marital status, or any other characteristic protected by law.