



Job Description

Job Title: Area Sales Director	Department: Sales
Reports To: Vice President of Sales	Date: 3/14/2023
Classification: Exempt, Full-Time	Position Location: US, 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 Area Sales Director (ASD) is responsible for establishing, developing and implementing key growth strategies and tactics to drive expansion of iotaMotion's business, as well as the broader cochlear implant market. Area Sales Director duties will include achieving and exceeding quarterly and annual targets through direct customer selling efforts and building and leading capital and clinical teams.

The ASD role will require execution of both short- and long-term strategies to achieve iotaSoft expansion goals. The position requires hiring and developing iotaMotion team members and implementing the appropriate business capabilities including expert-level knowledge of disruptive sales processes, use of the iotaSoft system and the ability to build high performing teams that establish mutually-beneficial sales relationships. The ASD is expected to provide an extraordinary degree of vision, communication, collaboration, and information throughout the organization to ensure we are achieving iotaMotion growth goals.

Essential Job Functions:

- Develop expert level knowledge of the cochlear implant procedure and marketplace
- Utilize market data and analytics to define business opportunity and customer segmentation
- Develop and execute strategic plan to exceed annual capital and consumable sales targets within the assigned region/geography
- Leverage the clinical, economic and strategic value of the iotaSoft technology to build clinical and senior-level administrative support through technical presentations, executive meetings, marketing events and iotaSoft demonstrations and evaluations
- Effectively manage transition of the initial sale and program implementation to drive patient education/acquisition efforts and procedural volume growth with our customers
- Partner with the Marketing channel to implement business development strategies that will drive patient awareness and activation, grow existing programs, and soften markets to stimulate new customer interest
- Develop a strong network of key opinion leaders and institutions to influence the market and promote the rapid adoption of iotaSoft
- Oversee recruitment of sales and clinical personnel for the market; lead, develop and mentor direct reports and coach the team towards high performance, talent retention, efficiencies, and effectiveness
- Be adaptable in the role – have the ability to do any job in the sales organization, such as occasional case coverage as needed.
- P&L responsibility including quarterly and annual expense/budget forecasting
- Monitor customer, market, and competitor activity, providing feedback and strategic recommendations to business, company, and relevant functional leadership teams
- Build a positive company image to increase market acceptance with customers, payers, community organizations and employees

Requirements:

- Bachelor's degree required
- Exceptional leadership skills with deep business acumen
- Proven capital sales and sales leadership experience, meeting or exceeding targets
- 5+ years experience as a sales manager or sales and marketing director in both capital and clinical segments
- Ability to communicate, present and influence all levels of the organization, including executive and C-level
- Proven ability to drive the sales process from plan to implementation
- Proven ability to articulate the clinical, economic and strategic value of disruptive medical device technologies



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- Excellent listening, negotiation, and presentation skills
- Ability to excel in a high-energy, fast-paced environment

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.