

Vice President, Sales and Marketing Job Description

Background

Zenda Technologies is a start up company, spun out of Georgia Tech, which is bringing to market a ground breaking medical device designed for use in primary care that is capable of detecting the presence of Mild Cognitive Impairment (MCI) in human patients. MCI is typically under diagnosed and is an indicator of dementia- often Alzheimer's disease in the elderly. The technology is backed by definitive clinical research performed by Georgia Tech and Emory University and published peer-reviewed articles.

The person selected for this position will have the unique opportunity to be part of a leadership team building a market and sales force for a new generation of medical devices capable of assessing a variety of neuropsychological conditions.

Job Description

The Vice President of Sales and Marketing is responsible for the overall development, coordination, the functional management and leadership of all of the sales and marketing activities of Zenda Technologies. The position reports directly to the CEO.

1. Planning:

The VP of Sales and Marketing is responsible for the development of company's market product launch strategy and company sales plan. He or she is responsible for coordinating the specific objectives of the product launch and sales plan with all of the functional departments of the company.

2. Execution

This position is responsible for the successful management of the marketing and sales organization in order to meet the objectives of the company's overall business plans and strategies. Responsible tasks include:

- Hires and manages all marketing, direct field and inside sales personnel.
- Defines and manages the monthly and annual sales objectives for all of the sales personnel.
- Initially expected to spend the majority of their time in the field both capturing and cultivating individual accounts and co-traveling with sales personnel. Over time, as the organization grows, he or she will be able to delegate many of these tasks and spend more time on strategic issues.
- In coordination with the leadership team, establishes compensation plans for all sales and marketing personnel including salary structures, commission plans, sales contests and bonus plans.
- Expected to be knowledgeable of the primary care market and industry trends, competitors, and leading customer acquisition strategies.
- Has deep domain knowledge - experience selling medical equipment and physician contacts in the primary care market.
- Plans and coordinates communications efforts and public relations.

- Supervises the preparation, issuance, and delivery of sales materials, exhibits, and promotional programs.

3. Skills

- Can thrive in an unstructured, rapidly evolving start up company work environment.
- Has managed both in house and field sales personnel, both employees and contract sales.
- Has been a sales manager in the medical device industry selling capital equipment or pharmaceuticals.
- Has developed and grown indirect distribution channel partnerships
- Has developed and executed tactical sales plans, exceeding quotas and account objectives.
- Is highly organized and has very effective time management skills.
- Is a demonstrated leader among employees.
- Is highly computer literate and uses sales database tracking programs.
- Has strong negotiating, written and verbal communication skills.
- Has equally strong listening skills.
- Has ability to create and deliver compelling presentations.
- Has demonstrated ability to close deals and move a company/strategy forward to successful outcome

Experience:

- Minimum 10-15 years industry experience selling medical devices/pharmaceuticals in the primary care market.
- Experience selling into group organizations (Kaiser, Veterans Administration, etc.)
- Minimum 5 years as a Director of Sales.
- Previous management of a sales team in excess of 10 direct sales representatives.
- Management of a diverse sales group including channel distributors as well as direct representation in some regions.

Potential:

Build the team and implement the strategy.

Grow with us as we introduce new products into the new market of Cognitive Health and Wellness.

Compensation:

Includes base salary, commissions based on obtaining sales targets and company stock options.