

# angiodroid

<b>Job title</b>	<i>Regional Sales &amp; Application Manager (South Germany -D)</i>
<b>Reports to</b>	<i>Export Area Manager</i>

## About Angiodroid

Angiodroid Srl is an Italian Company that manufacturers the first and unique automated injector delivering Carbon Dioxide (CO2) as contrast medium in peripheral angiography (under worldwide Patent)  
CO2 has been considered the potential perfect contrast medium since 1950 in peripheral angiography specially indicated for patients with renal impairment or allergic/toxic reactions to Iodinated Contrast Agents.  
Today, the new challenge is to use it as regular Contrast on a daily basis, thanks to the high level of imaging achievable.  
Vascular Surgeons and Interventional Radiologists are our common targets.  
Angiodroid Srl sells his products (Injectors + dedicated disposables) in all the major countries across the world through a structured network of national exclusive distributors except for France and Germany where acts directly with its own sales structure.

## Looking for

Angiodroid Srl is looking for a **Regional Sales & Application Manager** (D) for the area of South Germany (Zip code 6,7,8 and 9)

## Job purpose

Candidate is fully responsible for *New Business* and *Existing Business* in the field under his own responsibility (South Germany)

New Business:

Candidate shall generate and enhance the sales of the products according to the Company Strategies sharing the information with the intitled Export Area Manager.

The Selling Process normally consists of the following major steps:

- ✚ Map the market (in terms of potential centers)
- ✚ Identify the opportunity
- ✚ Identify the Decision Maker
- ✚ Start a Negotiation
- ✚ Organize a Demo
- ✚ Support Actors (Doctors/Biomedical Engineers) on purchase budget request
- ✚ Dialog with Procurement/Administration
- ✚ Close the dial within the planned timing

### Existing Business:

Angiodroid is acting within the market since years, and a certain number of existing installations are there. Candidate shall take the time to visit such existing Centers supporting them on improving the adoption of the practice (in terms of volume of procedures) as well as the perception.

This activity shall generate sales of disposable (under special agreement or piece by piece). The Turnover generated by disposable globally represents 1/3 of the total turnover. And it's an increasing income (+25%/Y)

### Common Obligations:

In addition to these responsibilities, he carries out market research, conduct surveys and study the competitors and their marketing and sales strategies. Based on this, he makes new plans that will help the organization to race ahead in the competition by prioritizing the target. He actively participates in the training sessions to improve their knowledge and skills. He attends the trade shows and exhibitions. He may even make suggestions to improve the product based on the feedback received from the customers.

He is available to train end-user customer (Doctors and his team) directly on the field (cathlab) regarding the use of company products and he will plan demos at customer site.

He also is available to support end User Operators (Doctors and his team) during their practices facilitating and increasing the adoption as a clinical application. Candidate shall also arrange all the necessary activities to grant "basic and first call maintenance" and adequate technical level of the existing installations (supported by Company Technical Dept).

## **Duties and responsibilities**

He will be responsible for a sales plan of the assigned geographic area defined based on past experience, competences and skills; the yearly sales plan will be discussed and defined in team with the dedicated Export Area Manager and approved by the Board Of Directors.

Target will be defined for each quarter and bonus will be assigned based on achievement of sales target.

A constant update about in progress negotiations will be requested to define a perspective for the future periods.

A Company CRM shall be constantly updated at any relevant market variance.

## **Qualifications**

Education: Biomedical Engineer Degree or equivalent is strongly welcome  
In alternative basic education on sales management is accepted.

Specialized knowledge: Single Use Medical Devices and/or Medical Capital Equipment sales management, focused on the following market segments:

- Vascular surgery
- Interventional radiology
- Interventional cardiology (peripheral interventions)

As a disruptive technology, the market endorses a Clinical Approach, therefore a Hybrid Profile (clinical and sales skilled) shall be strongly welcome.

Skills and abilities:

Clinical Expertise: a relevant knowledge of peripheral procedural is requested.  
A relevant part of the activity will be done on the field also through modern remote connection tools (skype, webex, etc...)

Communication with the company and customers will be managed in electronic format (email, pdf/word documents and power point presentations)

Languages: English fluent, over the mother tongue.

Experience: knowledge of the specific market segment (vascular surgery, interventional radiology and interventional cardiology) is mandatory.

### **Ideal Profile**

**The best Candidate has a previous experience as Product Specialist or Clinical Application within the required fields of application and wants to growth as sales area manager.**

### **Working conditions**

A relevant part of the activity will be managed on the field (visit to potential and existing customers also for training and to support during demos at end user sites); for this reason, the candidate will accept in advance to travel almost the totality of his working time.

The residual part of the activity will be managed home based.

Time to time (in case of sales team meeting that cannot be managed by remote) might be requested to the candidate to visit the company offices.

Car driving license is required.

### **Salary & Benefit**

**xxk€ Salary + xxK€ BONUS**

Possibility to define a salary growth plan in the next 3 years based on achievement of sale targets.

A Company Car shall be made available to Candidate.

Reimbursement of all the travelling costs.

PC and Mobile Phone

### **Companies in the market segment**

Abbott Vascular	C. R. Bard	Laminare	SCITECH
ALN	Cardiatis	Lifetech	ShockWave Medical
Alvimedica	Cardionovum	Lombard Medical	Siemens
Andanza	Clinlogix	Medtronic	SOT Medical Systems
Andramed	Contego Medical	Meril Life Sciences	Straub
AndraTec	COOK Medical	Merit Medical	Terumo

AngioDynamics APT Medical Asahi Intecc B. Braun Balton Bentley BIOTRONIK Boston Scientific BTG	Cordis Endologix Genae Getinge Gore & Associates Joline JOTEC	Optimed Penumbra Philips/Spectranetics QualiMed Ra Medical Systems RD Global	Tokai TVA Medical VascuScience Veryan Vivasure Medical Wisepress Ziehm Imaging
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### Document review

<b>Approved by:</b>	<i>Global Sales Manager - Tomas Bilardo</i>
<b>Date approved:</b>	<i>19/04/2021</i>
<b>Reviewed:</b>	