

Intrinsic Therapeutics Inc.

Position Description

Area Vice President of Sales

Position Title: Area Vice President, Sales

Department: Sales

Reports to: Vice President of Sales

Date written/revised: August 31, 2022

Barricaid, an annular closure device approved by FDA in 2020, has demonstrated significant benefits through more than a decade of clinical research and use. Studies show that Barricaid patients benefit from significantly reduced disc reherniations and reoperations – and the associated debilitating pain. Barricaid is a disruptive technology that will appeal now to early adopters and innovators, with challenging discussions on reimbursement and payment, laying the groundwork for broader adoption in the near- to medium-term.

The Area Vice President reports to the VP, US Sales and is responsible for recruiting, leading and developing a team of Territory Managers within an assigned geographic area. This position requires regular travel within an assigned territory and may require occasional overnight travel.

Primary Responsibilities and Duties:

- Responsible for managing the assigned United States regional geography.
- Provide positive leadership to ensure that company goals and objectives are achieved.
- Hire, Train, and Develop team of sales professionals to execute and launch game-changing technology in assigned region.
- Active coaching and collaboration with each TM in region to help drive customer and market development in line with sales expectations. This includes but isn't limited to: Quarterly planning sessions, quarterly 3 day field rides, weekly 1:1 planning calls, and monthly team meetings and best practice sharing.
- Establish rapport and a solid working relationship with all corporate and field employees.
- Work closely with senior management to align priorities and create a sense of urgency to ensure successful endpoints are achieved and timelines are met.
- Hold TMs accountable to execute their role at the highest level at all times
- Ensure TMs are trained and competent to perform necessary functions
- Communicate programs & initiatives to TMs ensure comprehensive understanding
- Regularly monitor and adjust sales target lists in conjunction with TMs
- Monitor rep activities to ensure that critical steps are not skipped in company defined sales process
- Hold regular regional team meetings to keep the team sharp on key elements, best practices
- Align compensation with the highest level of execution excellence
- Trust the Company's initiatives and support them every day
- Responsible for meeting goals and quotas as assigned by the VP of Sales.

Critical Knowledge, Skill and Abilities:

- Have a demonstrated ability to communicate effectively and work well with senior management.
- Be a positive, self-confident, decisive leader, who has excellent communication skills in both oral and written formats, as well as excellent listening skills.
- Be a pro-active person who attacks problems, displaying initiative and perseverance in order to bring about meaningful change, and to be open and responsive to new ideas.
- Be known as a person who has high integrity, sound character, a tremendous work ethic and the passion to succeed.

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Experience/Education:

- Preference for experience with disruptive and game changing technology.
- Experience in complex reimbursement environment including use of unlisted CPT codes.
- Experience leading and managing sales teams in disruptive/new technology environments. 5+ years experience as a front-line sales leader preferred.
- Demonstrated track record of high performance and success leading sales teams in med-tech space.
- Bachelor's Degree in related field
- Experience in spine market helpful but not required.
- Have a consistent career history of strong, effective leadership and team building with a proven track record of success.

On the Job Training:

- Complete required New Employee Training within 30 days of start date.
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Quality System support requirements:

- Intrinsic Therapeutics' Quality Manual & SOP's.
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Physical Demands:

- Duties of this position are performed in many different environments. Exposure to elements such as noise, dust, chemicals, hospital machinery, temperature extremes, etc. are also possible.
 - Working conditions can vary from working in home office, Distributor's office, in a lab, in a hospital, etc.
 - Duties may require extended periods of sitting and sustained visual concentration on a computer monitor or on numbers and other detailed data.
 - Extensive traveling is required & can include all modes of transportation (planes, trains, automobiles, etc.) & may have extended periods of sitting during travel.
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Position Description: Area Vice President of Sales

Category: Exempt

Approved: _____
Vice President, Sales

Date: _____

Approved: _____
Employee

Date: _____