

Intrinsic Therapeutics Inc.

Position Description

Territory Manager

Position Title: Territory Manager

Department: Sales

Reports to: Area Vice President, Sales

Date written/revised: March 24, 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 Territory Manager (TM) reports to an Area VP, Sales and is responsible for effectively selling Barricaid® to surgeons and facilities within an assigned geographic territory, as well as educating other HCPs treating patients for back and/or leg pain. Depending on the territory, the TM may sell to high-potential physician practices. This position requires regular travel within an assigned territory and may require occasional overnight travel.

Role and Responsibilities

- Responsible for managing the assigned United States regional geography.
- Provide positive contribution to ensure that company goals and objectives are achieved.
- Responsible for meeting targets and quotas as assigned by the (AVP), with the goal of driving company objectives in a cost-effective manner with a focus on budget management.
- Responsible for coordinating training of surgeons within the region with a focus on continuous improvement of surgeon adoption rates at or above acceptable industry standard.
- Responsible for meeting with key opinion leaders in spine to drive company business and acceptance of and treatment with Barricaid®.
- Ensure Facilities and Surgeon offices are properly trained and introduced to our Patient Access Program (PAP) and Facility access, as well as organize regular Business Reviews.
- Manage details and facilitate a seamless process between PAP and Surgeons office to ensure timely processing of Pre-authorizations, so patients can gain access to Barricaid®.
- Build awareness for our therapy with diagnosing and referring clinicians to include Surgeons and APP's.

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- Establish rapport and a solid working relationship with all corporate and field employees.
- Work closely with your AVP to align priorities and create a sense of urgency to ensure successful endpoints are achieved and timelines are met.
- Execute and refine the selling and reimbursement strategy through the Sales Playbook and Success Pathways.
- Follow corporate strategic direction for account prioritization; work closely with the AVP and team to focus on the surgeon priority listing (“Top Targets”) provide by Sales Operations.
- Provide the necessary reporting materials and communicate effectively and openly to the AVP and Senior Management Team by utilizing the company’s CRM.
- Maintains, strengthens, and/or expands existing relationships with selected accounts.
- Develops, implements, and monitors sales and finance plans (contracts) with accounts.
- Has or will obtain a thorough understanding of selected account sales history, surgeon customers, buying group affiliations, objectives, and structure.
- Attends training meetings to gain additional knowledge about new and existing products, procedures, and programs.
- Attends industry meetings, if appropriate.

Critical Knowledge, Skill and Abilities:

- Have a demonstrated ability to communicate effectively and work well with AVP and 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.

Experience/Education:

- Bachelor’s Degree
- Experience in spine market is desired.

On the Job Training:

- Complete required Territory Manager Training

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, 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.
 - Travel is required and can include all modes of transportation (planes, trains, automobiles, etc.) with extended periods of sitting during travel.
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Position Description: Territory Manager

Category: Exempt

Approved: _____
Area Vice President, Sales

Date: _____

Approved: _____
Employee

Date: _____