



Regional Sales Director

Job Description

The Regional Sales Director will be responsible for the oversight of the field sales team in their geographical regions of the country. The ideal candidate will direct sales efforts to achieve molecular diagnostics sales and corporate goals which include developing and executing sales plans for the portfolio of products. Additionally, this position will develop and maintain a strong, consistent corporate image as well as drive sales through strategic and tactical marketing plans.

Responsibilities:

- Develop and execute regional commercial strategies to drive product adoption and growth, including strategic and tactical regional marketing plans and sales strategies
- Achieve annual sales plan goal in support of organizational strategy and objectives
- Direct implementation and execution of sales policies and practices
- Lead, build, expand, train, and motivate the Regional Team
- Partner with Sales Operations to establishing sales territories, quotas, and goals
- Develop relationships with customers, community, academic medical centers and KOLs
- Partner with marketing to develop key messaging and tactical programs to drive growth
- Lead future product launches
- Understand and enforce all applicable corporate and regulatory policies and procedures
- Recommend sales strategies based on market research and competitor analysis
- Partner with IT to develop potential of CRM Salesforce.com
- Report on key issues as appropriate to NSD, SVP Sales, and Senior Leadership Team
- Provide leadership in developing consultative selling skills and clinical of knowledge of sales team

Job Requirements

- Bachelor's degree in business related field
- A track record of successful management experience gained through a minimum of 15 years industry experience in high growth companies in life sciences sector; a minimum of 8 years of successful field sales management
- Experience in building and managing a sales force for innovative diagnostic products preferred
- Strategic thinker who can develop innovative ways to grow the base business
- The ability to communicate effectively with internal and external customers
- Creative, decisive problem solver, strong pricing and a collaborative management style
- Top level business management, interpersonal, and facilitation skills
- Excellent interpersonal, influencing, networking and diplomacy skills
- Ability to define the sales and marketing strategy through business plan
- Ability to thrive in a dynamic, entrepreneurial environment within a rapidly growing organization with high levels of drive, energy and commitment