

# Head of International Sales and Business Development

## – Medical Imaging Equipment –

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*2/3 of the world population have still no access to medical imaging yet...*

*Do you have the passion, determination, and enthusiasm for being part of the solution?*

*Do you have the unique combination of business acumen, international sales experience, and medical imaging expertise required for this challenging position?*

Pristem is looking to complete the management team with a dynamic, committed, and talented Head of Sales Development with an entrepreneurial spirit and an outstanding track record in the sale of medical imaging solutions in global markets.

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## POSITION DESCRIPTION

The primary mission of the **Head of International Sales and Business Development** (Head of Sales Development) is to develop and manage complex international sales of new medical imaging solutions, products and services, in order to reach the company sales' objectives, in accordance with the strategic goals and the directives defined by the CEO and the Board of Directors, the rules and duties defined in *Pristem Organizational Regulations*, and the company's Core Values and Guiding Principles (*Pristem Charter of Ethics and Deontology*).

The Head of Sales Development is a key member of the management team, reporting directly to the Chief Executive Officer (CEO).

The main tasks and activities will be, but not limited to, the following duties that will become increasingly important over the years as the company grows:

## MAIN TASKS AND RESPONSIBILITIES

### **1. Lead business development:**

#### **define and develop a selling and distribution strategy**

- Gain a competitive understanding of company technology and marketing differentiation of products and services
- Identify and select target regions/markets, key partners and customers
- Define (with the Marketing director/CEO) the marketing mix for each segment (value proposition, business model and pricing)
- Devise and propose new sales strategies, prepare *business plans for each project* and maintain a global *go-to-market strategic document* (updated quarterly) to present the detailed selling strategy to the CEO and Board of Directors
- Manage Pristem Scientific Board and KOLs network to generate documentation and studies to build the company and products' credibility
- Set-up pilot sites and clinical studies with early adopters/customers/reference sites/universities and build sales and promotion material based on radiology experts' feedbacks
- Generate new business opportunities through individual marketing, networking and relationship building activities
- Set up and manage sales projects with strategic partners, vendors, and distributors
- Set up positive relations and contracts with customers, funders, special purpose vehicle (SPV) or financial partners

### **2. Lead global sales development:**

#### **implementation and management of sales activities by regions**

- Build and set up new partnerships, alliances, and sales channels in selected countries
- Develop, train, and support regional sales forces and channels
- Implement and manage global sales management tools (CRM, forecasts, etc.)
- Organize training and promotion programs
- Support the Marketing director/CEO with building the brand image and deploying marketing activities (e.g. promotion based on pilot sites or reference customers)
- Represent the company at various community and/or business meetings to promote the company

**3. Manage regulatory, administrative, and operational aspects:**

- Manage and monitor regulatory affairs specific to each market
- Provide to the Operations Department (COO, Quality Manager and OP team) in a timely manner all information required to deploy the products and services in the selected markets
- Provide to the Operations Department support with administrative and legal matters for each market
- Provide to the Operations Department support with selection and management of operational partners for specific projects

**4. Develop and Manage Sales department:**

- Attract, recruit, train, supervise, mentor, motivate, and retain salesmen / sales partners (reps) in specific regions according to the company's strategic plan
- Manage and control the Sales department budget according to the financial plan of the company. Report on a monthly basis (at least) to the CFO and CEO key financial indicators including expenses and sales targets, and support them in preparing global reporting to the Board of Directors
- Prepare 12-month rolling forecasts and update them on a regular basis (at least monthly) to reflect market demand

**5. Manage key accounts, customers, and partners relationship:**

- Work with current clients to build and retain new business, and to acquire introductions and referrals
- Create and manage relationship with customers as well as end-users and stakeholders and facilitate communication with all other department requiring obtaining and transmitting market/customer information (e.g. customer service, quality departments, etc.)
- Ensure best-in-class communication management with key partners and customers to create lasting satisfaction and fidelity
- Maintain new business pipeline relationships with intermediaries and prospective agencies

## REQUIRED SKILLS AND QUALIFICATIONS

- Minimum 10 years of experience in international business development (at least EMEA) and sales of medical imaging solutions
- Good network in the field of medical imaging service providers and proven experience in dealing with medical societies and KOLs
- Strong experience in highly regulated health markets, e-health requirements, interoperability and regulatory constraints (privacy protection, data security, etc.)
- Successful track records of selling digital medical imaging products and services in private and public markets
- Experience in strategic planning and development/execution of complex sales projects
- Knowledge of structuring sales quota goals and revenue expectations
- Strong leadership with external partners and good matrix management and diplomatic skills
- Ability in working in a team addressing complex projects, to contribute to strategic decisions considering financial, marketing, operational, regulatory, and technical aspects
- Strong presentation, verbal and written skills as well as proven ability to develop well-written documents and presentations
- Open-minded, proactive, persistent, result-driven and able to work under pressure in changing environments (startup)
- Able to produce outstanding quality and reliability in all actions, to contribute developing the company's trust and reputation
- Position requires willingness to work a flexible schedule and travel intensively to client and potential client locations worldwide

**Languages:** French and English proficiency, other languages is a plus

**We offer:** A multicultural, open-minded, highly dynamic & stimulating work environment  
A disruptive approach combining extreme reliability, efficiency and affordability of medical technologies and e-health services  
An opportunity to address a global health issue in a practical & effective manner

**Activity Rate:** 100%

**Duration:** permanent contract

**Compensation plan:** base salary + bonus based on objectives

**Work place:** Pristem Switzerland, Lausanne, **with frequent international travels**

**How to apply:** Send email applications including motivation letter, resume and work certificates/references to [careers@pristem.com](mailto:careers@pristem.com)

**More information:** [www.pristem.com](http://www.pristem.com)