



Head of Commercial Strategy

909 Davis Street Suite 500
Evanston, IL 60201
www.rhaeos.com

Contact:
careers@rhaeos.com

Job Description

The Head of Commercial Strategy is a key member of the senior executive team and is responsible for driving Rhaeos' product sales while maintaining gross profit efficiency consistent with the company's overall strategy. He or she will be the commercial business partner to the CEO to support the launch of a platform wearable technology and work together on the evolution of the business model as the technical offerings expand. He or she will also work closely with the Head of Sales and other members of the commercial team to drive brand awareness, launch disruptive technologies in the marketplace, and achieve revenue targets.

Essential Duties and Responsibilities

- Managing the strategic and tactical aspects of commercial operational activities.
- Developing, maintaining, and executing on a strategic sales plan, with particular focus on the US, including quarterly plans for Rhaeos' products, focused on maximizing volume of technology deployed.
- Developing and implementing channel partnership strategies.
- Driving the use of stakeholder demand, market, and competitive research to develop customer messaging and sales approach.
- Identifying strategic channel partners through analysis of market intelligence, competitive intelligence and pricing, business development activities, etc.
- Soliciting, collecting, and reporting feedback on Rhaeos' products and service quality from channel partners, distributors, and end users.
- Maintaining a thorough understanding of competitors' products and strategy and how it relates to Rhaeos' products and strategy; apply that knowledge in facilitating the training of Rhaeos' sales team.
- Supporting Rhaeos' clinical and health economic outcomes trials in collaboration with the Chief Innovation Officer and communicating findings and value propositions to clinicians and channel partners, in collaboration with the commercialization team.
- Developing, maintaining, and evaluating best practices for sales and channel management.
- Providing guidance on all sales and market analytics to influence decisions and track results.
- Work closely with the CEO and Finance and Commercial Development Consultant, generating bottom-up and top-down sales forecasts and providing regular reports on the status of the sales pipeline, in collaboration with the Head of Sales.
- Supporting the Operations Lead with respect to third party logistics distributors and/or other logistical requirements or needs.
- Contributing to the product planning, budgeting and strategic planning processes.
- Managing the CRM system.
- Planning logistics and initiatives in industry conferences and trade shows.
- Supporting the building of the Rhaeos brand and brand awareness.
- Supporting the CEO with fundraising rounds, pitch decks and investor presentations.
- Support other commercial functions, as necessary.



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Required Qualifications

Work Location

- Authorized to work in the United States.
- Head of Commercial Strategy to work in at the company's Chicago, IL and occasionally in Evanston, IL for team meetings, as needed.

Education and Experience

- Bachelor's Degree in Marketing, Business Administration or related field.
- 10+ years of experience in medical sales, marketing, management, sales leadership, and general management where specific actions resulted in substantive performance enhancement for the organization. A combination of education and experience will be considered.
- MBA preferred, but not necessary.

Skills/Knowledge

- Experience in a strongly managed, results oriented medical device business with a strong focus on commercialization, quality, product innovation, customer needs, and corporate culture.
- Extensive experience leading and motivating teams, developing and executing commercial strategies and building brands.
- Strategic business and marketing planning; product positioning.
- Experience with direct management of the P&L, strategic planning, forecasting, and managing resources.
- Fluent with medical device concepts and terminology. Working knowledge of the technical aspects of device(s) in the medical device field.
- Excels in an entrepreneurial culture where the goal is to both positively impact patients' lives and the company's bottom line.
- Demonstrated ability to create market leading commercialization strategy through new business model development, "go to market" plans, and unleashing potential.
- Effective interpersonal, communication and presentation skills.
- Demonstrated success to independently direct projects and manage multiple responsibilities while simultaneously maintaining a clear focus on objectives.
- Willingness to travel to customer sites, conferences, and trade shows.

Desired Qualifications

- Experience with building training materials and executing training programs.
- Experience in neurosurgery or in clinical areas that focus on the management of chronic medical conditions.

Other

- Full-time with benefits: health, dental, 401(k)