

Job Title: Regional Sales Manager US		Reporting to: CFO	
Revision Date: January 2017		Department: Commercial	
Signed: (manager) Date:	Signed: (employee) Date:	Signed: (QP) Date:	

Position Overview

Responsible for leading business activities in the relevant territories. Including management of strategy, supply, pricing, access and promotion for our product portfolio, working closely with the management team.

Manage own sales targets and account relationships.

To lead and manage a team of Territory (Key Account) Managers to achieve sales targets and business objectives within agreed expenses budgets. To recruit, train, develop and support the team, maximising their ability to perform.

Essential main job functions:

- Reliably deliver results, demonstrating a clear business focus and a drive for continual improvement
- Ensure all activities are compliant and consistent with EUSA Pharma policies and procedures
- Drive uptake and usage of our products by developing, gaining approval for and implementing sales plans.
- Assess national and regional trends to set stretch sales targets that will facilitate the delivery of sales against a national plan
- Monitor and maximise sales effectiveness, analysing performance data, identifying areas for improvement and implementing plans that deliver sales and activity targets against the national plan
- Maintain knowledge of the competitive environment and changing customer needs to achieve competitive advantage and secure long-term business performance
- To leverage Key Opinion Leaders and relevant stakeholders (in conjunction with other functions) to positively influence sales potential, future guidelines, funding, positioning of products and ensure effective implementation of peer to peer / advocacy programs
- Monitor, grade and amend (where needed) an action plan for priority accounts
- Ensure CRM tool is up to date with calls and activities for self and team
- Gaining and maintaining all appropriate products, national and state licences to enable sale and promotion of our products

- Ensure full access to our products by attaining appropriate reimbursement and setting fair prices for our products
- Track and manage local sales and Opex to meet or exceed objectives
- Maintain an understanding of company SOPs, Working Practices and Policies as required under GDP and related to the role.

Day to day activities will include:

- Customer contacts to drive business;
- KOL development Programme development and implementation;
- Business Development activities not limited to researching and developing new business in the region and developing excellent working relationships with key decision makers within these organisations;
- Set territory sales targets for promoted products
- Regional territory reporting describing highlights, issues and planned actions
- Provide detailed and accurate feedback on sales forecasts and key account potential
- Budgeting and forecasting.

Personnel, training and development:

To performance manage Key Account Managers within the region.

To empower team members to meet and exceed SMART objectives by providing needed tools and resources and taking action to rapidly overcome barriers to success

To be up to date with all relevant laws that govern the way that we carry out our business in the United States, ensuring that they are adhered to at all times, and that any issues relating to these laws that affect the business are communicated to the CEO.

Sales and marketing responsibilities:

Initiating action, creating opportunities to put ideas into practice to achieve pre-agreed business objectives.

General Administration:

Establish and set up systems as and when required and maintain accurate records for audit purposes.

Experienced in evaluating complex data to make high quality decisions.

Experience/qualifications required:

- Experience of regional management roles in the US
- Worked in speciality pharma environment, start-up preferable

- Proven track record of sales success
- Clear understanding of pharmaceutical business, sales management, motivation and marketing fundamentals
- Demonstrated success in building product relationships with internal and external customers
- Experience in pricing and reimbursement
- IT literate and able to use IT for presentations
- An ability to work remotely without constant supervision
- Decisive and confident with an ability to present in an articulate and concise manner
- Maintain effective performance in a pressurised or changing environment
- Willingness to travel

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the on-going needs of the organisation.