

JOB DESCRIPTION

Position: Regional Sales Executive
Reports To: Director of Sales

Job Summary:

MacuLogix is a ten-year-old, venture-backed medical device company based in Harrisburg, PA. It is commercializing the AdaptDx®, a new diagnostic instrument for early detection of a blinding eye disease called age-related macular degeneration (AMD). The Regional Sales Executive (RSE) must be able to educate ophthalmic physicians on the technical and clinical utilization of a new diagnostic technology. The RSE is responsible for generation of sales and profits in a specific territory and commits to an annual sales plan and forecasts orders and sales revenue on a monthly basis. The RSE will interface with and support Key Opinion Leaders (KOL physicians) in the territory. The RSE must report on weekly activities and communicate with management on market trends and competitive activities.

Essential Functions:

- Utilize personal contacts and knowledge of the regional territory to identify qualified sales prospects.
- Initiate MD and OD sales contacts, perform personalized sales demonstrations, and close sales.
- Perform product installation and initial customer training.
- Educate and support regional KOLs and optometrists, ophthalmologists and their staff on the operation, utilization and application of the AdaptDx™ to ensure overall customer satisfaction.
- Communicate regularly with MacuLogix management on KOL and customer related activity and issues.
- Attain or exceed monthly revenue and profit quotas.
- Operate independently and cost effectively within company expense guidelines.
- Other duties include, but are not limited to, sales support at conferences, trade shows and seminars.

Requirements:

- Minimum of five (5) years of successful ophthalmic sales experience that demonstrates a comprehensive understanding of the buying process and ethical business practices.
- Four-year college degree or equivalent.
- Good verbal and written communications skills.
- Basic skills with computers and CRM software (Microsoft Dynamics CRM, Salesforce.com or other).
- Ability to safely operate a motor vehicle and maintain a valid driver's license.

Special Demands:

- Ability to travel overnight and work occasional weekends.
- 50% or more of time spent traveling.