



**Job Opportunity**  
**August 2019**  
**Head – Sales & Marketing**  
**Location: San Diego, CA**

**Purpose of role:**

**FLSA: Exempt**

As part of the Senior Management Team, drive the development and implementation of a global commercial strategy for Biotix, Inc. This role reports to Biotix CEO.

1. Participate at senior management level to implement a 1-3 year Commercial Development Plan (Sales, Marketing, and Customer Relationship Management) consistent with Biotix's overall objectives. Under the direction of CEO work closely with the Field Sales, Marketing, and other key stakeholders to drive successfully plan implementation.
2. Expand and develop the brand management of our current and as important, future product portfolio. Understand the market dynamics and conditions that identify which products and the differentiating benefits of those products we need to design and manufacture. Work with Biotix peers senior management to build business plans around such opportunities.
3. Hire, train, lead, and develop the Field Sales and Marketing group with skills that ensure commercial success of that product development.
4. Accountable for the financial performance of Biotix Channel Sales organization by monitoring commercial results against forecast / budget with the company's Leadership and other stakeholders. Develop, monitor, and report Key Performance Indicators (KPIs) to measure successful implementation of the Sales Plan Strategy and on-going Commercial efforts.
5. Develop and maintain a network of relationships with key decision-makers within the company's target markets (Distributor Channels, Academia, Government, and Industry) governmental and regulatory bodies, and competitors. Directly manage KEY customer/distributor relationships to ensure revenue/profit goals are met and to clearly anticipate/communicate needs to Operational partners.
6. Develop and maintain an intimate knowledge of the environment (e.g. technical, political and scientific factors, etc.) affecting Biotix's market. Communicate anticipated shifts in the marketplace. Develop and execute revisions to Sales plans to reflect shifts in technology, science, and purchasing habits of target customers / markets as needed.
7. Utilizing intimate knowledge of the customer, target markets, competitors and other key factors influencing the company's business, develop methods for capturing input for future product and/or business development opportunities. Clearly communicate the needs of the customer in to actionable plans that contribute to future revenue and profit growth while enhancing the value

proposition of the company. Provide market driven feedback, where appropriate, to on-going product development/rationalization efforts.

8. As the company's Head of Sales & Marketing, provide target markets / customers / stakeholders with a clear and consistent representation of the company's commercial strategy and value proposition, through all communication formats.
9. Provide corporate leadership as an active member of the senior management team.

### **JOB SPECIFICATIONS:**

1. Bachelors or higher degree in a business or biological-based science.
2. Minimum of ten (10) years of senior management experience (Director level or above) in a Life Sciences Company with proven track record of achievement in management and strategy implementation within Commercial Operations. Preference given for candidate with business development experience in a business to business environment.
3. Extensive network of contacts at senior executive level within the Corporation's target markets.
4. Demonstrated success driving an organization to exceed customer expectations using in-depth knowledge of the company's target markets.
5. Experience in commercializing products in a regulated environment, preference for FDA regulated market knowledge or ISO related experience.
6. Ability to travel for overnight stays for up to 10 nights, including international destinations. Travel may range from 30-50%.

***Come and be part of a growing and innovative organization!  
Interested parties please send Cover Letter and Resume, including salary requirements,  
Resume with salary requirements to:***

***[careers@biotix.com](mailto:careers@biotix.com)***

***Subject Line: Sales & Marketing***

***Biotix offers a competitive compensation package, including benefits and more!***

***We are an equal opportunity employer, encourage diversity and innovation!***

***No Calls – No Recruiters/Agencies please.***