

Regional Business Manager – EMEA

Position Summary

The Regional Business Manager – EMEA (RBM) has primary management responsibility for maximizing sales and market share gain for Skyline’s products and/or services in a specified region or other major geographical area. Exercises direct supervision over sales representatives, and may act in a liaison capacity with distributors. Responsible for ensuring that the Company’s brand messaging is effectively positioned within identified targeted accounts. Sets definable and measurable sales goals, ensures that they are met and is responsible for continuous process improvement. Assures that quality of services meets internal and external customer requirements. Exercises judgment in planning and organizing work; monitors performance and reports status. Uses best business practices to ensure success in areas of responsibility.

Duties and Responsibilities:

- Responsible for hiring and retaining a diverse, highly qualified sales staff and for providing career coaching, growth, and personal development. Responsible for the development of staff: critiques, instructs, mentors, evaluates and coaches. Accountable for the performance of subordinates. Maintains a safe working environment and a strong customer focus.
- Responsible for controlling expenditures within approved budgets. Prepares annual regional sales forecasts and participates in the determination of market potential and in the preparation of sales expense estimates for the region.
- Recommends and interprets policies and procedures to accomplish assignments and resolves a broad range of issues and problems.
- Maintains contact with major accounts within assigned region, assisting sales representatives with maintaining relationships and negotiating and closing deals.
- Track activities, monitors performance, utilizing a CRM tool and submits reports on sales activities accurately & on-time.
- Participates in the development of marketing policy, recommending product and product line revisions as well as pricing changes.
- Liaising and interacting with global teams, ability to work closely with global commercial functions, including business development, to ensure strategic input for the direction and continued success of the business.

Other Duties:

- Remains current on developments in field(s) of expertise, regulatory requirements, and a comprehensive knowledge of the company’s products, markets, and objectives as well as industry trends.
- Resolves and/or facilitates resolution of problems including identifying causes to prevent re-occurrence.
- May be required to support commercial sales support and/or marketing staff in activities such as sales promotion, training, and market research and in planning and executing special projects.

The above duties & responsibilities represent the general duties considered essential functions of the RBM role and is not to be considered a detailed description of all the work requirements that may be inherent in the position.

Required:

- Bachelor's degree in Business Administration, Marketing, or equivalent.
- Five – ten years' experience in medical diagnostics, pharmaceutical, and/or the laboratory services field including direct experience in sales and sales management; prior product marketing a plus.
- Requires highly developed leadership skills/experience sufficient to assume the responsibilities of this management position.
- Must be skilled at delegation, follow-up, and team building.
- Has worked closely with medical oncologists, hematology oncologists, and KOL's in the medical diagnostics market.
- In-depth understanding of the sales and sales training process.
- Seasoned judgment acquired through organizational experience and achievements applying state-of-the-art sales principles.
- Documented record of delivering sales information which adds value to management's decision making process.
- Demonstrated verbal and written communication, interpersonal and presentation skills.
- Well-organized and capable of balancing multiple projects and accustomed to tight deadlines.
- Must have a comprehensive working knowledge of frequently used personal computer programs and applications, such as, e-mail, Microsoft Office (e.g. word, excel, PowerPoint), etc.
- Experience with providers and payers that will allow the RSM to provide input into corporate strategies (sales and managed care needs, future product development, contracting / pricing strategies).

Reporting:

- The RBM is part of the commercial management team and reports directly to the Executive Vice President, Commercial Operations.

Travel Requirements:

- Ability and willingness to travel by air, train or car is required for regular internal and external business meetings in order to meet defined sales objectives.
- May be required to spend up to 80% of time in the field calling on customers and/or traveling with sales representatives.
- Expect some overnights, including weekends, and international travel as required

Physical Demands:

- Standing, sitting, walking, bending, reaching, manual manipulation, and lifting up to 25 pounds may be necessary.

Work Environment:

- The RBM role is a field-based position responsible for working with sales representatives that call on and maintain relationships with physicians in the community, hospital, and academic medical centers.
- Adheres to department specific safety guidelines.