

**Position:** Business Unit Director - Compression  
**Reports to:** VP, Marketing and Clinical Affairs

### Position Summary

The Business Director will be responsible for the development and implementation of strategies and tactics that produce profitable sales growth and fully achieve the Tactile Medical's static compression product sales plans (currently Aero-Wrap and Actitouch). They will build strong KOL clinician advocates who will assist in developing our product lines into first line therapies for the treatment of appropriate disease states. This position is responsible for leadership of product planning, forecasting and budgeting including new product development, opportunity assessments, P&L, sales training, and product line and product lifecycle management initiatives to continually increase Tactile Medical's revenue stream, competitive positioning and to achieve annual goals.

### Accountabilities & Responsibilities:

- Lead the development and execution of strategies and tactics to exceed monthly, quarterly, and annual sales, distribution and marketing goals.
- Determine go to market strategies that will maximize sales in current market segments and expand into new segments to gain market share domestically and in the worldwide compression market.
- Responsible for development and implementation of strategies and tactics that recruit key opinion leaders, develop strong referral networks, produce profitable sales growth and fully achieve the sales plan within the compression market.
- Maintain strong relationships throughout the sales organization, internal team and within the KOL accounts. Requires strong leadership, communication and teamwork skills to insure that individual account strategy is well developed and successfully executed. A strong relationship with internal departments is also required to insure that process and procedure are appropriate and that company resources are leveraged to achieve success.
- Maintain compliance with all appropriate regulatory requirements including HIPAA.
- Drive competitive strategy development and organizational competitive readiness.

### Education & Experience:

- 7 - 10 years of marketing and/or business management experience in medical device field including 3 - 5 years of people management experience.
- Experience supporting product management, product development, the development and implementation of marketing plans as well as dealing with sales representative and customers.
- Bachelor's degree in marketing or related field; MBA and/or field sales experience preferred.

### Knowledge & Skills:

- Understanding of product and market assessment methodologies.
- Comfortable influencing sales management, sales representatives, physicians and patients.
- Ability to develop market assessments and sales force design recommendations for presentation to Sr. Leadership.
- Strong project management skills with a track record of managing multiple projects simultaneously.
- Demonstrated ability to strategically analyze business operations and make informed action plans.

- Excellent rapport and relationship building skills.
- Highly effective in KOL Recruitment, Network Building, Selling and Account Development Skills.
- Strong analytical skills desired; understanding of CVI and wound treatment options desirable.
- Self-directed with strong organizational and interpersonal skills including excellent written and verbal communication abilities; Detail oriented and organized.
- Ability to work alone, cross-functionally and in teams.
- Ability to travel up to 65%.
- Ability to lift 20 pounds .
- Proficient in Microsoft Office Suite products.

**Competencies:**

- **Leadership:** Responsible for the development and execution of strategy and tactics required to increase sales, recruit targeted KOLs, secure their full advocacy and develop the full sales potential for assigned products and services. Must be proactive and results driven.
- **Analytical:** Establish and utilize methods to source and select key targets to create focus for Tactile Medical’s sales efforts and track key metrics to monitor success.
- **Planning:** Develops and implements an effective Development Plan for each target market segment.
- **Time Management:** Effective time management to maximize customer face-to-face time and insure coordination of efforts to drive Targeted KOL new account openings, advocacy and penetration.
- **Networking:** Builds a strong network of advocates leading to full adoption of assigned products within appropriate medical communities.
- **Communication:** Conducts monthly business reviews with Senior Leadership. Provides effective communication with everyone involved in the process.
- **Teamwork:** Coordinates all activities in targeted accounts – engages others as appropriate for account development. Collaborates with field sales team as appropriate to handle patients and sales volume.
- Company’s core value of doing what is right for each patient must be understood and upheld.
- Willing and capable of understanding and participating in patient demo and training exercises.

It is the policy of Tactile Medical to provide equal opportunity (EEO) to all persons regardless of age, color, national origin, citizenship status, physical or mental disability, race religion, creed, gender, sex, sexual orientation, gender identity and/or expression, genetic information, marital status, status with regard to public assistance, veteran status, or any other characteristic protected by federal, state or local law. In addition, Tactile Medical will provide reasonable accommodations for qualified individuals with disabilities.

**ACKNOWLEDGMENT**

**I have received, reviewed and fully understand the job description for this position. I further understand that I am responsible for the satisfactory execution of the essential functions described above.**

Employee’s Printed Name: \_\_\_\_\_

Employee’s Signature: \_\_\_\_\_ Date: \_\_\_\_\_