



Business Director Job Description

Position Overview:

The Business Director is responsible for achieving corporate revenue metrics by building and leading a network of distributors who effectively represent Swiftsure products and achieve their quarterly sales goals.

Responsibilities:

The position meets or exceeds the US revenue plan by building and managing a world-class distribution network that effectively sells Swiftsure products into the ICU market. The successful candidate is a strong communicator and team builder who works effectively with the independent distributors and the internal operational teams at Swiftsure.

- Meets/exceeds quarterly and annual regional sales and profitability objectives.
- Identifies, recruits, trains and manages U.S. based independent distributors with a successful track record in ICU sales.
- Develops and maintains superior relationships with key critical care decision makers and influencers across the country.
- Collaborates with marketing and clinical team to develop effective sale process, sales tools and training programs for distributor effectiveness.
- Perform consistent analysis to determine the effectiveness of each distributor and territory, provide actionable feedback and support, and address any performance issues in a timely manner.
- Works effectively with Swiftsure clinical training and marketing teams and supports promotional and clinical training events and activities.
- Provides field input to Swiftsure internal product design, quality and operations teams.
- Complies with all clinical and business regulatory requirements and operates within company defined budget and performance ethics.
- Performs other duties as assigned.

Education and Experience:

- Bachelor's degree and at least 6 years' sales experience in the medical device industry and/or equivalent combination of education and experience.
- Previous experience building and managing a distribution network.
- Experience working in a start-up environment highly preferred.
- Strong understanding of critical care hospital clinical environment.



Skills and Competencies:

- Strong leadership and goal-setting ability along with the ability to mentor and coach to optimal performance.
- Understanding of the hospital buying process including the impact of GPOs, IDNs and VACs
- Solid computer skills with basic business programs as well as effective use of CRM systems and marketing automation.
- Excellent communication, negotiation and project management skills.
- Ability to create accurate sales plans, forecasts and budgets.
- Proven leadership, mentoring and collaboration skills. Team player that puts the success of the team as the primary mission.
- Must possess strong leadership and business development skills.
- High integrity, high energy, driven to succeed, self-motivated, able to work independently in a dynamic rapidly evolving company.

Physical Requirements:

Frequent business travel (up to 75% weekly travel).

- Ability to travel (air and land).
- Valid driver's license.