

## RxFunction Job Posting

### About RxFunction

RxFunction™ is a privately held start-up medical device company headquartered in Eden Prairie with a mission to design and bring to market medical technologies that restore balance, increase mobility, and enhance confidence.

Our first product is Walkasins®, an innovative, non-invasive sensory neuro-prosthesis that improves balance for people with sensory peripheral neuropathy at high risk of falling. Peripheral Neuropathy is a condition that affects over 20 million Americans. Walkasins is manufactured in Minnesota and will be sold mainly through healthcare systems to prescribing clinicians in neurology, physical medicine and rehab, and physical therapy; and referral clinicians in diabetes and oncology. Walkasins will be registered with FDA in summer 2018 prior to introduction in the U.S. market.

The co-inventor and current CTO developed this technology at Boston University and founded the company in 2010, receiving \$1.3 million in grant funding from the NIH to further develop and clinically evaluate the Walkasins technology. RxFunction completed a successful \$7.5 million Series A round of funding and is working on Series B funding.

To join our innovative and fast-growing organization and become part of our dedicated team, please apply by emailing your resume and cover letter to [HR@rxfunction.com](mailto:HR@rxfunction.com).

### Position Summary

The Vice President of Sales reports to the CEO and serves as a member of the executive team. This leader is responsible for creating the U.S. sales organization, and for developing and implementing sales strategies and execution to meet the targeted annual revenue and profitability goals, and for building the organization's credibility as we work to attract new funding.

The role will require an individual to establish a results and performance-based organization while infusing a robust level of processes and prioritization. This person should also have a demonstrated track record of recruiting and fielding an "A+" team of sales professionals. In addition to hiring, training, motivating and leading the sales organization, the VP of Sales will be a professional relationship developer, an executive with a proven track record in creating and driving high quality customer relationships. Critical to success is building an early revenue stream within the VA system.

This role will work closely with the Marketing, Clinical Services, Operations and Reimbursement teams to ensure success with the clinician, patient and insurance customers.

### Job Responsibilities

- Reporting to the CEO, serve as a member of the company's executive management team leading the development, coordination and execution of RxFunction's commercial goals and objectives.

- Lead and support VA and national account strategies to ensure RxFunction gains access to healthcare systems in key regions.
- Together with the RxFunction leadership team, identify key commercial strategies and tactics and subsequently ensure consistent execution and follow through within the entire sales organization.
- Develop and maintain key customer/partner relationships; develop and implement strategies to expand the company's customer base.
- Actively develop, manage, monitor and continually improve the overall sales process to ensure a successful productivity ramp to exceed revenue and commercial goals in alignment with company core values.
- Ensure gross margin and profitability targets are established and maintained while driving revenue and unit volume.
- Oversee the hiring and development of a world class field sales team including coaching and developing staff, setting aggressive targets and monitoring performance against targets.
- Instill a high sense of urgency within the sales team and demonstrate visible leadership.
- Accurately forecast monthly, quarterly, and yearly revenues and ensure consistent utilization of customer relationship management tools and systems.
- Develop and manage sales compensation plans that drive corporate objectives and motivate outcome-based behaviors.
- Collaborate with Marketing, Reimbursement, Operations, Clinical, and Product Development to define effective sales channels and strategic approach and strive for market leadership.
- Develop and manage the sales budget.
- Responsible for the development of the company's revenue forecast in partnership with Marketing.
- Analyze existing and new business opportunities, developing a thorough understanding of market conditions, product requirements, demand for products, and resource requirements to properly support business goals.
- Provide focused and prioritized feedback from the field to help shape strategy and business practices.
- Demonstrate early success to build credibility with prospective and institutional investors.
- Other duties as assigned.

## Required Qualifications

- Four-year undergraduate degree from an accredited college or university.
- 10+ years sales experience in a medical device or healthcare/life sciences technology driven company, preferably in neurorehab or similar market.
- 5+ years in a sales leadership position required.
- Comfortable and confident calling on and engaging with physicians, therapists, and other clinical customers in complex clinical environments.
- Highly organized with impeccable follow-through.
- Proven sales leadership ability and demonstrated leadership courage and confidence.

- Proven record of managing a sales organization with responsibility for establishing and executing against strategic growth initiatives.
- Sales competence with demonstrated ability to build and retain long-term customer relationships.
- Proven experience selling into VA system.
- Comfortable talking to investors both personal and institutional.
- High level of personal and professional integrity and trustworthiness with strong work ethic and the ability to work independently with minimal direction.
- Enjoys rolling up sleeves and hands-on work to build sales as required in start-up.
- Excellent communications and presentation skills.
- Strategic, critical but creative thinker, strong business sense and excellent financial skills.
- Ability to lead, create and work within cross-functional team environments.
- Knowledge and experience in negotiating and developing sales agreements.
- Ability to travel up to 75% of the time via car and plane.

#### **Preferred Qualifications:**

- Start-up company experience with successful exit or IPO.
- Successful experience creating market for new technology.

#### **Physical Requirements:**

- The physical demands described within the Responsibilities section of this job description are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is regularly required to be independently mobile. The employee is also required to use a computer and communicate with peers and co-workers.