



Job Title: Area Account Manager - AAM
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JOB OVERVIEW:

You are responsible for establishing clinical adoption of company products within a defined geographic area. You will develop new customer accounts and increase usage of company products in current customer accounts in order to meet sales quotas based on company sales goals. This position reports directly to the Vice President of Clinical Sales.

JOB RESPONSIBILITIES AND DUTIES:

- Consistently model the core values of the company both internal and external the company.
- Openly commit to and support company processes and systems
- Drive the company's clinical capabilities to surpass customer satisfaction and retention, and company goals.
- Customer training and product adoption with installations and clinical adoptions.
- Drive growth through current user.
- Sell additional Rampart systems in the hospital or hospital systems
- Develop new physicians and staff users in current accounts
- Educated nurses, techs, and staff and make them part of the Rampart team.
- Work with commercial leadership to develop a marketing strategy to build the company brand recognition with targeted customers.
- Work with commercial leadership to spearhead strategies specifically with sales, product adoption, quality, product development, and customer service.
- Control company costs by developing and introducing tactical initiatives to address known issues and losses.
- Know and understand the company product to the extent that assistance with installations and minor repairs, can be provided.
- Determines the needs (e.g., product and pricing), goals, product usage, and types of cases handled by specific customers by meeting with and asking in-depth questions of physicians and other hospital personnel to learn which Rampart products can best address their specific needs.
- Develops relationships with hospital personnel (e.g. through casual conversation, meetings, participation in conferences) to make new contacts in other departments within hospital and to identify key purchasing decision makers in order to facilitate future sales.
- Responds to customer needs and complaints regarding products and service by developing creative and feasible solutions or working with other related personnel (e.g. clinical research, pricing and/or marketing) to develop optimal solutions.
- Assess and implement improved processes and new technologies, collaborating with management regarding the implementation of these improvements for the sales and training environment.
- Assist in identifying and developing improvements to current product and developing new product as opportunities exist or require.

Key Metrics

- Sales versus goal
- \$'s and %, versus goal
- % of Trials leading to purchase
- Adoption – cases per day for units in field, # of units purchased per location
- Customer satisfaction



QUALIFICATIONS / EDUCATION AND EXPERIENCE:

- A BS degree in Life/ Health Science, Nursing / certification RT, RCIS preferred
- 5+ years medical device / medical affairs related experience
- 5+ years of experience in clinical operations
- Familiarity with Good Clinical Practice, ISO,21CRF, and MEDDEV regulations pertaining to clinical research
- Financial and operational knowledge of the medical industry
- Excellent leadership, interpersonal, and communication skills.
- Strong analytical, decision-making, and problem-solving skills.
- Innovative and entrepreneurial mindset, motivational abilities, and the ability to find and retain talented employees.

ADDITIONAL DESIRABLE QUALIFICATIONS SKILLS AND KNOWLEDGE:

- Strong Written and Verbal Communication
- Ability to present and teach detailed and technical information to all levels of an organization
- Organization Skills
- Leadership and team building Skills
- Strong attention to detail and focus on operational excellence
- Ability to analyze issues quickly and make decisions.
- Ability to work under pressure, plan personal workload effectively and delegate.
- A deep desire to make a difference in the lives of healthcare providers

PHYSICAL ACTIVITIES

The physical demands described here are representative of those that must be met by the employee to successfully perform the essential functions of this position.

- Body Positions: Regularly required sitting, standing, and walking for pro-longed periods of time.
- Body Movements: Full range of body movements including the use of hands and fingers, to handle or feel objects, including computer equipment and peripherals, and bending, reaching, lifting, and crouching.

MENTAL REQUIREMENTS

- Analytical: Must be able to synthesize complex or diverse information. Must possess logical and deductive reasoning skills.
- Problem Solving: Must be able to identify and resolve problems in a timely manner and gather, prepare and analyze complex information and reports.
- Relational: Must be able to comfortably connect and work with different personalities both inside and outside the company.
- Communication Skills: Must be able to read and write well to communicate effectively with all persons concerned or related to the business.

LIAISON

- Serves as a consultant to management and special external spokesperson for the organization on major matters pertaining to its policies, projects, or objectives. Uses diplomacy and tact to diffuse



RAMPART IC

JOB DESCRIPTION

high tension situations, particularly with senior level internal and external contacts. Occasionally escalates the most serious issues to manager.

WORKING CONDITIONS

- Work may include extended periods of time viewing a computer monitor and/or operating a keyboard.
- Work may include extending periods of time standing, moving, crouching, bending, and lifting.
- Work may include extended periods of time traveling both inside and outside the US.

Employee Name:	Signature:	Date:
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