



**POSITION:** VP, Sales

**DATE:** April 2021

**REPORTS TO:** Chief Commercial Officer

**FLSA STATUS:** Exempt

**DEPARTMENT:** Sales

**ACCOUNTABILITY OBJECTIVE:**

This member of the Impel Commercial Leadership Team will be responsible for building the US Sales Team for the launch of the Company's first commercial product in neurology. The individual in this position will collaborate closely with the cross functional Impel Leadership Team to deliver TRUDHESA to address patient needs in acute migraine. In addition to building the team, s/he will be responsible for developing and maintaining a high-performing team that consistently delivers results on a regional and national level.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** includes the following.

- Partner with relevant cross-functional stakeholders including, but not limited to, Market Access, Marketing, Medical Affairs, and Key Opinion Leaders, to develop, review and refine product sales strategy across all regions
- Establish the national sales plan annually, including regional performance goals and objectives
- Build and maintain a high performing Sales Team – at all levels – focused on continuous learning and improvement through mentoring, coaching, and continuous feedback. Develop a pipeline of future sales leadership talent by establishing challenging business objectives, effectively assessing performance and potential, and proactively facilitating skill development at the Regional Sales Managers and Field levels
- Lead the Sales Team in strategic and tactical planning to exceed sales goals and performance objectives nationally and regionally; oversee delivery of impactful quarterly business reviews that positively contribute to results
- Accountable for Sales Team operating budgets and resources across all regions; ensure appropriate allocation and implementation across the team to exceed performance targets
- Foster a team culture of ownership, accountability, initiative, and engagement throughout all levels of the Impel Sales Team by regularly communicating Impel's vision, business objectives, desired performance outcomes and future actions to realize those outcomes
- Identify and validate market opportunities and needs, and support development of plans to launch and refine new product and service offerings
- Lead performance metrics analysis at a national level to determine trends and performance that influence current and future product sales strategies
- Partner with ~~US and Global~~ Marketing Lead(s) to ensure effective execution of key initiatives that align with product strategy and support achievement of national and regional sales goals
- Complete all company-based and job-related training as assigned by Impel within the required timeframe



### EDUCATION, EXPERIENCE AND/OR SKILLS REQUIRED

- B.A./B.S. degree required; advanced degree preferred in business, healthcare policy, health sciences or any other political field preferred
- 10+ years sales experience in biotech, pharmaceutical sales, or healthcare with a proven record of high performance and consistent results; must have at least 5 years of experience building and leading exceptional sales teams, including leading field sales management through multiple product launches
- Demonstrated specialty sales expertise (Neurology preferred), including thorough understanding of customer segments and rare product market dynamics within relevant therapeutic area(s).
- Strong knowledge of market access dynamics preferred
- Proven record of high ethical values and health care compliance
- Strong financial, analytical, and writing skills

### CULTURAL COMPETENCIES

- **Collaborative:** Works together in an intersection of common goals by sharing knowledge, learning, and building consensus with others.
- **Flexibility:** Develops new or diverse strategies to achieve organizational goals. Able to lead in a changing and challenging work environment. Manages competing demands and unexpected events.
- **Ownership:** Demonstrates full ownership and takes accountability for the actions and execution of both self and the department.
- **Leadership:** Ability to be dynamic and visionary, and able to define clear and specific objectives, tasks, and responsibilities.
- **Initiative:** Measures self against a standard of excellence. Demonstrates persistence and overcomes obstacles, takes calculated risks to accomplish goals. Ability to work a demanding, primarily self-directed work schedule.
- **Professionalism:** Works well in a fast-paced environment; treats others with respect and consideration; accepts responsibility for own actions. Understands business implications of decisions, aligns work with strategic goals. Meets deadlines and commitments.
- **Communication Skills:** Clearly and persuasively communicates verbally and in writing. Listens and seeks clarification; manages difficult situations; maintains confidentiality.
- **Problem Solving:** Conducts appropriate analysis and makes clear, consistent, and timely decisions.
- **Detail minded:** Demonstrates accuracy and thoroughness; monitors own work to ensure quality and organization. Strong attention to detail while multitasking.

### PHYSICAL DEMANDS

The physical demands described here 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. Must have demonstrated ability to multitask in high pressure, changing conditions. Sitting, standing, stooping, and lifting of packages/laboratory equipment up to 30 pounds may be required.



**WORKING CONDITIONS**

When based in the office, expect a noise level typically moderate for offices and labs.

**PRIMARY LOCATION & TRAVEL**

This position is not location specific with focus being on the right individual. Impel is currently utilizing a remote work from home approach, working in office only as required. We anticipate that on an ongoing basis this role will be a remote “home office” position although incumbent will need to participate in face-to-face Corporate and Commercial leadership meetings as needed. Travel up to 75% to meet the ongoing needs of the business.