



Avitus Orthopaedics, Inc.
6 Armstrong Rd, 2nd Floor
Shelton, CT 06484
jobs@avitusortho.com

SEEKING: A HUSTLER | A GRINDER | A SALES MACHINE
A “WHATEVER IT TAKES” REGIONAL SALES MANAGER – MID-ATLANTIC

Seeking a full-time road warrior based in Mid-Atlantic to sell, manage, and drive growth in all-things-Avitus®

Why Avitus® Orthopaedics? We’re an exciting medical device company that has pioneered the Avitus® Bone Harvester; a product that is revolutionizing autografting for reconstructive orthopaedic surgeries. We’re a group that is dedicated and committed to excellence, innovation, and solving unmet clinical needs to improve our universe. Our products will continue to be groundbreaking. We are a company that’s about hustle, grinding, and taking relentless action to execute our goals. You have the opportunity to join us at an intersection of funding, commercial growth and new product development. In addition to our current products on the market, you will have a critical role in launching new game changing products that are in the making!

We’re a lean Company without bureaucracy; often decisions are made over coffee. We offer 4% match on 401k, awesome health (medical,dental,vision) benefits, on campus 24/7 fitness center, and a team of positive doers that will be excited with you as you produce your best work.

Who are we looking for? Sales is your passion. Your follow-up game is relentless. Being a valued partner to surgeons, hospitals and patients is your obsession. Transparency and communication is a habit. Organization, proactive analysis, and ownership of your work is your code. You will be responsible for a sales region and be referred to as a sales machine. You are hungry to learn. The ethos to who you are as an individual encompasses integrity, intensity, and intellectual honesty. You’re not a 9-to-5 person; you’re a get-it-done person. You love the grind. Quit is not in your vernacular. You are a positive mindset individual who sees problems and challenges as opportunities of growth and ascension. You are incredibly proactive.

What are you going to do? You will be responsible for the sales process and sales growth for your region. You will inherit existing customers and users as well as a network of Avitus® sales partners (i.e., independent distributors) in your region to manage and motivate and support their growth. You will be expected to demonstrate out-sized results. You’ll get creative in your approach to reach your goals.

Your day-to-day will vary greatly, and will include: strategy calls with your distributors; supporting the needs of your distributors, onboarding new distributors, road shows in targeted territories; cold calling target users; representing the Avitus® brand at trade shows; organizing cadaver labs to educate surgeons and residents; connecting with targets thru social media and other channels; managing hospital approval processes; and attending surgeries with new or high profile users. ***This list is not comprehensive.*** You’ll employ a whatever-it-takes mentality to meet your goals.

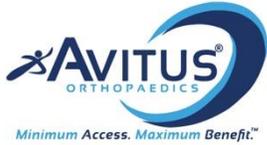
You’ll be a road warrior and manager. While your travel and focus will primarily be within the Mid-Atlantic Region, you may be required to travel anywhere within the US if required.

You will report directly to the VP of Sales of the Company.

You will have direct support from the Founders of the Company.

Excited? Keep reading...





Avitus Orthopaedics, Inc.
6 Armstrong Rd, 2nd Floor
Shelton, CT 06484
jobs@avitusortho.com

Essential Duties:

- Increase utilization of Avitus® Orthopaedics Products and meet and exceed growth goals in revenue and cases.
- Travel throughout the Mid-Atlantic region to meet with surgeons, conduct demos/trails, support onboarding surgeons in operating room, host education labs, train fellow/residents, and onboard new users. Travel outside your region may be required.
- Work with and continue fostering growth with existing distributors to drive increased utilization of products.
- Find, interview and add new distributors in the region.
- Develop opportunities for senior management to support your growth.
- Maximize daily sales actions.
- Vigilant notice and reporting of potential marketing/advertising opportunities in the region.
- Work with VP of Sales to develop sales goals, strategies, and execution plan tailored to your region.
- Learn Avitus® Technologies deep enough to educate and support successful clinical use of Avitus® Technologies.
- Provide clinical training and education to distributors, surgeons and hospitals.
- Provide sales education to distributors.
- Own local approval processes while managing requirements from senior management.
- Manage and input data on surgeon/distributor accounts through CRM.
- Provide weekly updates on sales progress, and territory needs to senior management.
- Constant pro-active follow-up on all duties
- Manage administrative tasks such as sales reports, sales activities, expense report submission, bill only's etc. in a timely fashion.
- Responsible for ensuring accounts in your region have what they need, when they need it.
- Establish and build long-term, stable relationships with key surgeons, clinicians, and evaluators to drive product innovation and education.
- Work with internal resources to determine price schedules and discount rates.
- Collect, monitor and analyze marketing information to determine focus of sales efforts.
- Address any problems that arise on the account; including getting appropriate assistance from senior management when needed.
- Maintain training in sales skills and products
- Remain current on industry, customer, and competitive trends
- Host, attend and participate in sales meetings
- Represent Company at trade or association meetings to promote products.

Essential Qualifications

- 5+ years years sales experience with **surgical medical device company**. Orthopaedics and Foot & Ankle preferred.
- 2+ years of sales management experience and/or demonstrated ability to work with and lead others to accomplish sales goals.
- Competency selling new technologies that require a change in process is a plus.
- Bachelor's degree required. MBA or Clinical background a plus. Comfortable in operating room environments.
- Background in medical devices and/or orthopaedics preferred but not required.
- Experience with CRM systems (e.g., pipedrive, salesforce) a plus.
- Microsoft Office, Databases, Excel proficiency required.
- Demonstrated ability to lead and manage complex customer relationships including surgeons, clinicians, hospitals administrators and purchasing organizations.
- Previous experience managing and successfully growing independent distributors.
- To be able to work as a team putting your customers and coworkers before self-interests.
- Experience and success with VAC and product approval committees.
- Thorough understanding of orthobiologics, broad orthopaedics and bone grafting preferred.
- Ability to be a self-starter with the ability to work in an unstructured environment; meeting goals while being on the go.

Expected Work Hours:

Full Time

Physical Demands:

Long drives up (must have a valid and unrestricted driver's license) in personally insured vehicle; standing in operating rooms with 10lb lead vest and walking for several hours; lifting/moving marketing and product materials up to 30lbs.

Travel:

Overnight 60-70%

Ready to take the next step? [Apply now!](#)

What we offer:

Competitive compensation
Skill development support
Benefits [Medical/Dental/Vision]
Schedule flexibility
401(k) 4% match
A team of brilliant and fun people
Gamechanger products to sell