



Title: Director of Sales & Marketing
Date: ASAP
Full/Part Time: Full Time

Reports to: CEO
Classification: Exempt
Department: Sales

Summary/Objective

The Director of Sales and Marketing is a key leadership position and is responsible for planning and implementing the short and long term sales efforts in the US and Canada and overseeing all aspects of ExeGi's marketing and product development programs targeted toward existing and new markets by performing the following duties personally or through subordinates.

Essential Functions

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. Develops and implements strategic sales and marketing plans and forecasts to achieve corporate objectives for products and services.
2. Develops and manages sales and marketing operating budgets.
3. Analyzes and controls expenditures of division to conform to budgetary requirements.
4. Plans and oversees advertising and promotion activities including print, online, electronic media, and direct mail.
5. Develops and recommends product positioning, packaging, and pricing strategy to produce the highest possible long-term market share.
6. Achieves satisfactory profit/loss ratio and market share in relation to preset standards and industry and economic trends.
7. Ensures effective control of marketing results, and takes corrective action to guarantee that achievement of marketing objectives falls within designated budgets.
8. Oversees and evaluates market research and adjusts marketing strategy to meet changing market and competitive conditions.
9. Monitors competitor products, sales and marketing activities.
10. Establishes and maintains relationships with industry influencers and key strategic partners.
11. Guides preparation of marketing activity reports and presents to executive management.
12. Establishes and maintains a consistent corporate image throughout all product lines, promotional materials, and events.
13. Directs sales forecasting activities and sets performance goals accordingly.
14. Recruit, train, coach and manage a team of Sales Representatives.
15. Meets with key clients, assisting sales representative with maintaining relationships and negotiating and closing deals.
16. Directs market channel development activity and coordinates sales distribution by establishing sales territories, quotas, and goals.
17. Represents company at trade association meetings to promote product.

18. Assists other departments within organization to build strategies around reimbursement, prepare manuals and technical publications.
19. Prepares quarterly sales report showing sales volume, potential sales, and areas of proposed client base expansion.
20. Reviews and analyzes sales performances against programs, quotes and plans to determine effectiveness.
21. Directs product research and development.
22. Other requirements as needed.

If interested, please send your resume and cover letter to: [**info@exegipharma.com**](mailto:info@exegipharma.com)