



Atlantic Therapeutics (AT) is a growing organisation with an exciting new product that changes people's lives. We are building a team of people with the belief, passion and expertise to make our business a success and positively influence our customers' quality of life. Our vision is to enable millions of people each year to restore their pelvic floor, and thereby restore their control, confidence and active lifestyle.

Job Title Commercial Manager, Southern Europe

Responsible for developing and managing the Atlantic Therapeutics business in new markets across southern Europe and managing the existing business in France. Potential markets to include Spain, Portugal, Italy and additional geographical responsibility may develop over time.

Reporting to: Vice President of Trade Sales, with a dotted line to Vice President of Marketing

What's important:

- A solid understanding of the medical and consumer market for our products in Southern Europe.
- Experience of opening and growing new markets.
- The ability to create and establish a stable & solid platform/strategy to develop INNOVO® awareness in Southern Europe and drive sales growth.
- A track record of success in growing revenue with previous medical/consumer health businesses.

The day to day:

- Achievement of revenue targets.
- Work closely with the VP of Trade Sales and VP of Marketing to develop and have responsibility for the strategy for each market and achieve the markets budget through driving the medical and consumer marketing campaigns.
- Accomplish sales and marketing objectives, supported by the Trade Marketing Manager and the Marketing team by planning, developing, implementing and evaluating advertising, merchandising, trade and medical channel promotional programs.
- Work with the VP of Trade Sales to develop action plans for the local team (FR), monitor performance and manage the team to deliver against KPI's.
- Lead the local team (FR) to build relationships with Health Care Practitioners, Pharmacies and Medical Stores to develop growth.
- Sustain rapport with key accounts by making periodic visits, exploring specific needs, new opportunities etc. This should constitute at least 30% of total working time.
- Highlight challenges in the markets and quickly involve the necessary stakeholders to address any issues.
- Provide leadership and coaching to direct reports. Host regular meetings to discuss progress against targets, challenges etc.
- Engage and develop Key Opinion Leader relationships to support INNOVO®, especially in key regions.

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- Manage relationships with agencies that we partner with in local markets.
- Identify and capitalise on market opportunities by defining the markets, identifying consumer requirements, competitor share, competitor strengths and weaknesses etc.
- Input knowledge of the local markets to the Finance and Operations functions to deliver and be responsible for an accurate and up to date forecast.
- Ensure that Atlantic Therapeutics adheres to local laws and regulations, to include having a strong experience of necessary advertising/broadcast and non-broadcast regulatory requirements.
- Responsibility for setting markets sales and marketing KPIs and measures/feeding into global KPIs and measures. Includes ongoing tracking, monitoring and reporting on performance and budget spend as needed by the business, thus ensuring appropriate attention to driving growth, course correction and mitigation planning, close and expert management of budgets and the P&L; effective spend appraisal ensuring money is well spent, and can be justified and benchmarked
- Embody and encourage the company's culture.
- Participate in European Sales & Marketing team development meetings.
- Have sufficient gravitas to be able to influence and negotiate at a senior level

Where you've come from:

- A third level qualification in Business/Marketing with at least 5 years' experience in sales and marketing.
- Experience in women's health industry, ideally in the area of urology/gynaecology/pelvic health etc.
- Must have experience working with consumer and medical device brands.
- Fluent in English, French and at least one other Southern European language, both verbal and written.

Who you are:

- A proactive self-starter with the ability to work on their own initiative.
- Customer oriented and focused.
- Business and performance focused – analytical and deadline driven.
- A solution focused achiever with a "Can Do" and proactive attitude.
- Excellent written and oral communication and presentation skills.
- Ability to multi-task - capable of prioritising work across multiple projects.
- Positive approach; energetic, personable and empathetic.
- Strategic in organising how to tackle new challenges / projects.
- Systematic and orderly with the ability to work effectively under pressure.
- Friendly and collaborative in work style.
- A flexible team player with strong cross-functional working capabilities.

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