



**Job Title:** Regional Sales Manager

**Department:** Sales

**Reports To:** Vice President of Sales

---

CeQur® Corporation develops and commercializes a discrete, simple-to-use and wearable insulin delivery device that easily integrates into patients' daily lives. CeQur Simplicity™ is a 3 Day Insulin Patch designed to reduce the barriers and challenges of multiple daily injections to enable people with diabetes to achieve glycemic targets. CeQur Simplicity™ is FDA cleared and CE marked.

At CeQur, we aim to provide solutions to people with diabetes that are profoundly simple and clinically effective. We are gaining tremendous momentum already, recently closed a very significant series C5 round of \$115M, and have built a leadership team and board that comprises of accomplished and respected industry experts. We are looking for like-minded A+ team players to join our team to help make a difference and build a legacy while driving penetration of our therapies. CeQur values a collaborative and creative mindset, where each team member is encouraged to contribute to our processes, decisions, planning and company culture.

**Position Overview:**

This position is responsible for leading a team of Territory Managers (TM) and to meet/exceed sales quota through profiling, targeting, needs analysis and closing on targeted account customers. These customers consist of Health Care Professionals that treat and manage patients with diabetes, such as Endocrinologists, Primary Care Physicians, Physician Assistants, Nurse Practitioners and CDCES.

**Responsibilities:**

The Regional Sales Manager is accountable for consistently achieving sales objectives, ensuring sales are profitable, and adhering to the guidelines of the CeQur's defined sales and marketing practices. The position is responsible for the leadership, coaching, and development of Territory Managers with a focus on expanding business and brand loyalty within strategic accounts consisting of private practice, large diabetes clinics, hospital teaching institutions, and other major medical centers. This role will work with Territory Managers and customers to raise their level of awareness and increase product demand.

- Meets/exceeds sales objectives as well as market share within assigned region.
- Possess a strong working knowledge of local healthcare funding system, reimbursement process, and account management.
- Close collaboration with the Market Access team on defining and responding to the needs of stakeholders.
- Develops and maintains superior relationships with key diabetes decision makers and influencer within the region.

- Consistently exhibits a high level of proficiency and expertise in discussing and demonstrating CeQur's

CeQur Corporation • 355 S Main St, 1<sup>st</sup> and 2<sup>nd</sup> Floor • Greenville, SC 29601

[www.mycequarsimplicity.com](http://www.mycequarsimplicity.com) • Email: [info@cequr.com](mailto:info@cequr.com)



product offerings, as well as all related diabetes products including competitive products. Proven ability to train and lead team on Company products.

- Consistently exhibits proficiency in demonstrating and training on commercial systems and applications. Must possess very strong computer skills. Strong proficiency for working with data bases and developing business plans.
- Ensures that the team executes field sales activities with a high degree of professionalism in accordance with established guidelines.
- Responsibility for hiring, developing, and retaining top sales talent.
- Coach and develop territory managers on the execution and outcome for leading indicator activities as it applies to commercial strategy for CeQur Simplicity™.
- Ensure team members maintain and update credentialing and training requirements as necessary for role.
- Facilitates and conducts required customer training programs.
- Manage budget and utilization for Commercial related resources.
- Works effectively and productively with commercial and corporate team members and colleagues.
- Completes all administrative duties in a timely fashion and works within the specified budget.
- Performs other duties as assigned.

#### **Experience and Minimum Requirements:**

- Demonstrable successful sales experience in the medical device industry and/or equivalent combination of education and experience.
- Minimum of three to five years previous sales leadership experience strongly preferred. At least five years in a similar role with a diabetes products company is preferred.
- Demonstrated relationships with Endocrinologists strongly preferred.
- Industry, clinical, and diabetes training experience preferred
- Must possess strong leadership, people development, and sales business development skills.

#### **Preferred Skills and Competencies:**

- Excellent communication skills, both oral and written
- Strong presentation skills
- Track record of taking initiative
- Strong work ethic and high discipline
- Works well on a team
- Competitive
- Fast learner
- Ability to function in a fast-paced start-up environment; results oriented

#### **Physical Requirements:**

- Valid driver's license required. Must reside within the geographic area of the assigned region. Position will require frequent travel by air and automobile within assigned region. Regular overnight travel will be required.