

Interested Parties should contact:  
Keith Ryan [kryan@geneousbiomedical.com](mailto:kryan@geneousbiomedical.com)  
508 359 4120



**Position:** Head of North American Commercial Operations  
**Location:** US (any major market)

**Client Summary:**

Based in Auckland, New Zealand, our client was founded on the vision of ubiquitous genomics enabled by breakthrough open, mobile, cloud connected devices. The company believes all communities deserve access to convenient, affordable and timely genomic information.

Applications are very broad in the research and applied markets, as well as the clinical and increasingly consumer genomics markets. The company's first product, the ground breaking **Freedom4** brought a new paradigm in anytime, anywhere genomics. The company's latest product, the **Liberty16** makes ubiquitous genomics affordable for the first time.

**Position Summary:**

The Head of NA Commercial Operations will be responsible for establishing and growing all North American commercial operations functions. Offering a transformational career opportunity to the right candidate, this role is a foundational leadership position leading all North American commercial activities in support of their rapidly expanding sales of disruptive products in genetic analysis.

The announcement of the first North America research market distributor providing in-market sales, marketing, customer and technical support, along with the initiation of Liberty16 shipments provides an outstanding platform for the right candidate to exercise their unparalleled tactical and strategic commercial leadership strengths to grow the North American business. The company also plans to seek FDA clearance for the Liberty16 to enable the right candidate to close large clinically oriented opportunities and partnerships.

An ideal candidate would be an ambitious, creative commercial leader seeking to build their general management skill set. Acting as both "player" and "coach", this role will require a high level of commercial execution at the individual level with the opportunity to grow and lead a commercial team in North America. The company's ubiquitous genomics ambitions call for candidates who have demonstrated the ability to achieve mass market penetration of, ideally disruptive, life science tools through scalable and efficient go-to-market strategies and tactics.

Although initially focused at the device level, ideal candidates will be confident with actionable 'sample to answer' genomic workflows and will be a key thought partner in the development of the company's strategies to best support customer's needs around these workflows.

Reporting to the CEO, the ideal candidate will have demonstrated a track record of outstanding commercial success in the real time PCR, research tools and clinical diagnostics segments. Preferred are candidates who have successfully built and managed commercial teams in one or more of the company's application markets, in addition to demonstrated business and market development skills.

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### **Preferred skills and experience:**

- BS degree with 10-15yrs+ PCR (or related) sales experience the genomics, clinical diagnostics or research tools space.
- Experience successfully hiring / managing high performance commercial teams (North America).
- Ability to understand, adopt and present the scientific value of genetic testing products to a variety of external stakeholders / physicians and academic research personnel.
- Ability to introduce novel products to the market and develop demand through discussion of scientific and clinical testing needs.
- Ability to work remotely with CEO to develop and execute US Commercial launch and growth strategy.
- Maintain detailed and reliable statistics on market size for each product and market trends.
- Develop and confidently deliver presentations to research and scientific teams
- Attend / present at relevant conferences
- Experience implementing and utilizing various CRM and marketing automation tools such as Salesforce, Hubspot or other
- Ability to constantly improve and develop sales strategies and achieve ambitious goals
- Ability to analyze and estimate sales performance
- Travel as required to cover North American markets
- Align promotion of products for US launch, managing to budget
- Undertake any other duties as may be requested by the CEO.

### **Essential Skills and Experience:**

- Excellent sales skills including the ability to open doors, generate leads and convert them.
- Excellent communication skills to enable effective liaison with researchers / scientists and Key Opinion Leaders, including being an effective listener
- Ability to maintain effective and constructive working relationships with colleagues in New Zealand
- Able to think and express yourself clearly and logically when dealing with complex topics
- Strong presentation skills and the ability to train other colleagues involved in sales pitches
- Excellent interpersonal and organizational skills
- Excels at moving seamlessly between the 'hands on' tactical and the strategic aspects of their roles. Confident and comfortable in both arenas.
- Business acumen to understand client value drivers and translate them into sales opportunities
- Ability to take initiative and consistently work to deadlines
- Self-motivated with drive and ability to work independently and unsupervised
- Positive reputation in the market
- Full US driving license
- Able and willing to travel extensively throughout the North America and aware of impact on personal life.

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**Key personal Values**

- Integrity
- Quality
- Flexibility
- Creativity
- Respect