



## President & VP of Sales

(Remote or DC Area)

### ABOUT US

NasaClip™ is a medical device that treats nosebleeds across all medical and consumer over-the-counter (OTC) settings for children and adults. This device was designed by our CEO and Founder Dr. Elizabeth Clayborne who is an emergency physician who saw a need to better treat nosebleeds both in and out of the hospital setting. Our vision is to become the brand name for how anyone in any setting stops nosebleeds fast! Like Band-Aids®, NasaClip™ will be in every home, school, hospital and office.

### WHAT EXCITES US

- We've identified a massive consumer & patient need for more effective nosebleed treatment
- We have an awesome team of physicians, entrepreneurs, and MedTech executives
- We believe in providing a WOW level experience to patients, physicians and partners

### RESPONSIBILITIES

NasaClip™ is looking for an extraordinary business leader in medical device sales and e-commerce who will drive solid operations for B2B and B2C sales/marketing campaigns, reporting to the CEO. We want someone passionate about building high performance teams to drive growth. We desire a progressive thinker with a deep understanding of medical device sales, marketing, supply chain, scaling, and operational efficiencies. The ideal candidate has experience in scaling operations from launch to \$20+ million in revenue across B2B medical wholesale and e-commerce channels.

- Develop and manage the operational P&L and budgets and efficiently deploy company resources to meet operational and financial KPIs, with an eye to grow profitably
- Build and manage operational team to continuously meet and exceed the requirements across sales channels, ensuring product availability to maximize sales opportunities and efficient use of resources to reduce risk while keeping a healthy margin
- Oversee the consumer brand marketing team and growth strategy to drive conversions while ensuring a healthy marketing efficiency ratio (MER)
- Balance the resolution of current roadblocks, sometimes unforeseen, through creative problem-solving, with long-term planning and growth of the business by staying true to our vision
- Serve as the final escalation point for customers and partners, demonstrate effectiveness and empathy in all interactions, and coach our team to consistently uphold and improve alignment to our brand
- Have extremely strong root cause analysis, problem-solving skills, and an entrepreneurial mindset that enables development of new, creative solutions to each challenge we meet as we grow, as well as embody the spirit of continuous improvement and always closely monitor and improve on our existing processes.



## QUALIFICATIONS

- 8+ years of relevant medical device sales and marketing experience.
- Experience with consumer medical devices is a plus
- Previous experience successfully developing and leading initiatives that supported clinical laboratory new product launches
- Experience with hospital/direct account evaluation, review, and negotiation of contracts
- Experience with building and hiring teams
- A passion and ability to dive deep, drive effective, efficient, and robust processes
- Strong analytical abilities, strong financial acumen, and understanding of how best to use data to drive business outcomes
- Ability to identify, analyze and solve problems, create preventative actions and Standard Operating Procedures
- Highly personable with the ability to work cross-functionally and cross-culturally to effect change

Please submit your completed resume to Dr. Elizabeth Clayborne at [eclayborne@nasaclip.com](mailto:eclayborne@nasaclip.com).