



RESTORATION
ROBOTICS

Job Description: International Sales and Marketing Manager

Date: 12/15/2012

Reports to: Managing Director International

Hire Date: Q1/2013

An international sales and marketing manager plays a key role in managing the sales and marketing activities of the international business partner organization. He or she has the duty to assist in identifying and developing the international sales and marketing efforts with the international business partners to help them promote and sell Restoration Robotics products and services. He or she plays an important role in supporting these organizations so they can grow their markets through innovative sales and marketing programs, materials, sales tools, and other support developed by both RR and the business partner. The career path of this individual could be a Regional Manager or Area Director.

International Sales and Marketing Duties and Responsibilities

The duties and responsibilities:

- Responsible for assisting in the planning and execution of international tradeshows with the host country business partner or independently as needed.
- Coordinate and manage the assets, messaging, pre meeting advertising, lead generation, programs, dinners, events, and all other meetings associated with these events.
- Coordinate the planning and execution of international workshops with the host country distributor or independently as needed.
- Coordinate and manage the assets, messaging, physicians' lectures, presentations, pre meeting advertising, lead generation, agenda, facilities, AV requirements, and other activity in these programs.
- Responsible for coordinating the business partner training visits and case observations.
- Responsible for coordinating international physician and VIP visits and case observation in the US.
- He or she has the responsibility to assist in identifying potential global markets to determine the demands for the RR's products and services.
- Key member of the team that develops and manages the international business partner meeting and all other regional meetings.
- Responsible for assisting in driving the individual business partner's marketing and sales plans, installed base utilization, and all associated materials and programs.
- Coordinating and assisting in fulfilling business partner's requests and requirements including quarterly forecast reports, marketing plans and reports and other business requirements.



International Sales and Marketing Skills and Specifications

The skills and specifications required:

- **SALES SKILLS:** He or she will have experience in the sales process of medical devices in domestic or international markets.
- This person will have been involved in sales forecasting and modeling.
- He or she will have experience being on a sales team that sold through a direct or channel organization.
- **MARKETING SKILLS:** He or she needs to have developed marketing skills.
- This person will have worked and coordinated tradeshows, workshops, and/or similar type events.
- He or she will have worked on developing sales and marketing materials and tools.
- **MANAGEMENT SKILLS:** He or she needs to have exceptional communication skills both verbally and written.
- The person should be able to develop project plans, timelines, and priorities critical programs and elements necessary to achieve the sales and marketing objectives on a consistent basis.
- The person needs to be very responsible and organized with the ability to work across organizations effectively.

Qualifications:

- The person needs to have a Bachelor's degree in business administration or international business with specialization in marketing is highly desirable.
- It will be added as an advantage for the person having the training in computer technology and engineering is highly imperative in order to do well in career.

International Sales and Marketing Salary

The salary basically depends upon the factors such as the experience, education level, and degree of the candidate and especially upon the size of the firm.