



## Country Sales Manager, for expanding company in the Medical Technology sector, United Kingdom

### About us

Zenicor Medical Systems AB, founded in Sweden in 2003, is today Scandinavia's leading medical technology company in remote arrhythmia diagnostics within cardiology. Following the recent years successful expansion in Scandinavia, we are now looking to expand our European sales team with a Country Sales Manager in the UK.

Our product portfolio consists of easy-to-use, efficient equipment for remote diagnosing, follow-up and screening of cardiac patients. Our main product is the Zenicor-EKG, a user-friendly and effective tool for diagnosing patients with arrhythmias. Today, Zenicor is used in over 200 clinics throughout Scandinavia and we have recently started activities to grow our business in Germany and are now looking to expand our business within the UK where we now have our first reference clinics in place.

As a Country Sales Manager you will be fully responsible to continue the start up of our sales in the UK and putting Zenicor on the map as a market leader in cardiac arrhythmia diagnostics and stroke prevention. You will play a key role in strategic planning together with the management team and you will be reporting directly to the CEO.

### Profile

- At least 5 years experience within marketing and sales in medical technology or pharma
- Experience in building and managing a sales team a plus
- Medical background as a nurse or MTA, as well as experience from the areas of cardiology or neurology, is favourable but not essential
- Experience in market access is advantageous
- Knowledge of British health care sector as well as British business culture and geography
- Result driven sales personality, who enjoys meeting new people and building relationships as well as to negotiate
- Hard worker willing to roll up the sleeves
- Strong interest in market development in the health care sector, experience of managing different stakeholder groups
- Driven, motivated and analytical
- Native English speaker or exceptional skills in the English language. If you also speak Swedish that is considered a plus
- Willing to travel, driving license

### Your role / responsibility

- Setting a market access strategy in the UK
- As a part of the management team help to establish operational and strategic objectives to ensure that the company reaches the targets
- Start up sales in the new market with the opportunity to within a near future build your own sales team in the UK and Ireland
- Plan and carry out sales- and marketing activities
- Build and maintain relations with key opinion leaders, customers, researchers, cooperation partners and decision makers
- Take sales responsibility from initiated contact to closed deal, training of and continuous support to customers
- Play a key role in the successful growth of our business in the region as well as internationally through proactively looking for growth opportunities as well as work with the international Zenicor sales team to exchange ideas for promotion and potential cooperations
- Participate in trade fairs, inform customers and stakeholders about products and research results
- A position in a small team with the opportunity to influence and show initiative and a good chance to grow in a key position within the company
- An opportunity to facilitate the diagnosis of cardiac arrhythmias for physicians and patients and thus improving and saving lives
- A rapidly expanding company with a very positive future, where we care about each other and work towards common goals

We are looking for hands on, driven and hard working candidates with experience from the sector to help us take our clinically and scientifically proven product to the next level in Europe. If this sounds like you, we are looking forward to hear from you!

### Apply to:

Mats Palerius, CEO  
Zenicor Medical Systems AB

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