

## JOB PROFILE: Territory Manager

|  |  |
|--|--|
| <b>INCUMBENT'S NAME</b>                    |  |
| <b>JOB TITLE</b>                           | Territory Manager (X3)   |
| <b>BUSINESS UNIT</b>                       | Rayner Surgical Inc.   |
| <b>LOCATION</b>                            | Field based: Illinois (1) and Texas (2)  |
| <b>REPORTS TO</b>                          | National Sales Manager   |
| <b>OBJECTIVES<br/>PURPOSE OF JOB</b>       | <p>Rayner is recruiting for Territory Managers in Illinois and Texas. The positions are field-based with a preference for Chicago, Dallas, Houston and San Antonio.</p> <p>The purpose of the Territory Manager role is to increase the growth, development and sales of the Rayner intraocular lens (IOL) medical device portfolio. The main-focus will be RayOne Aspheric, the world's smallest incision, fully preloaded IOL system, launched across the United States during Q1-2019.</p> <p>Key objectives include to:</p> <ul style="list-style-type: none"> <li>• Achieve sales targets and grow market share of Rayner products</li> <li>• Manage customer accounts in your territory</li> <li>• Be a trusted expert and representative of Rayner and our products</li> <li>• Secure the ongoing retention of as much of the existing IOL business and accounts</li> <li>• Execute a strategic plan and growth strategy for Rayner's business in your territory</li> <li>• Be accountable for driving sales and profit growth</li> <li>• Prepare the territory for product launches and to capitalize on the introduction of new products, driving business</li> <li>• To become a key and effective presence within the Rayner US team</li> </ul> <p>Alongside, you will build effective relationships with key opinion leaders (KOLs) and Rayner consultants to harness their co-operation and engagement. You will actively engage in marketing programs for Rayner IOLs at industry conferences. Field-based, the role will include extensive travel within your territory, periodic travel to the New York office with occasional travel to our global UK headquarters.</p> <p>This will be a busy and demanding role and you will be joining the dynamic, in start-up, US subsidiary of a profitable UK firm with ambitious growth potential. The right candidate will have an excellent opportunity to make a positive impact as the business continues to grow.</p> <p><u>About Rayner:</u></p> <p>Rayner is a leading developer and manufacturer of ophthalmic surgical implants and pharmaceuticals. It specializes in IOLs and related products used in cataract and refractive surgery. Since the development of the first IOL, Rayner has continuously pioneered IOL design with a goal to improve vision and restore sight worldwide. Today, Rayner's mission remains to deliver innovative and clinically superior ophthalmic solutions that respond to the expectations of our global customers to improve sight and quality of life for their patients.</p> <p><a href="http://www.rayner.com">www.rayner.com</a></p> |
| <b>KEY ACTIVITIES<br/>RESPONSIBILITIES</b> | <p>To achieve and exceed the sales targets in your territory, whilst:</p> <ul style="list-style-type: none"> <li>• Maintaining full territory coverage to maximize sales potential</li> <li>• Identifying new lens, factored and partner product opportunities</li> </ul>  |

|  |  |
|--|--|
|  | <p>To provide an effective account management service for all surgeons, ophthalmic units and customers within the territory, continually developing these relationships to strengthen Rayner's position in the market, including:</p> <ul style="list-style-type: none"> <li>• Post-market surveillance</li> <li>• Servicing of existing lens inventories ensuring lenses are in date and reordered to maintain the consignment bank</li> <li>• Provide ongoing training, developing relationships with surgeons and nursing staff of hospitals and ASCs</li> <li>• Deal calmly and effectively with any incidents and problems</li> <li>• Work positively and effectively with all internal teams to ensure the best possible overall experience for our customers</li> </ul> <p>To build and demonstrate a thorough understanding of the territory and product through:</p> <ul style="list-style-type: none"> <li>• Monitoring of market and customer trends, including pricing and competitor activity</li> <li>• Regular monthly and annual sales forecasting</li> <li>• Continuous development of your sales skills and product knowledge to become a trusted Rayner expert</li> <li>• Understanding and working in alignment with our product and commercial strategies</li> <li>• Execute sales plans and produce reports including stock and activity reports</li> <li>• Working within the Rayner Quality Management System</li> </ul> <p>To act in accordance with our company values:</p> <ul style="list-style-type: none"> <li>• <b>Ambition</b> – We have the drive to continuously improve</li> <li>• <b>Integrity</b> – We are accountable for what we do acting ethically and in the best interests of our customers, patients and stakeholders</li> <li>• <b>Openness</b> – We positively consider new ideas and challenges</li> <li>• <b>Respect</b> – We support each other and our customers to succeed</li> </ul> |
| <p><b>KEY PERFORMANCE INDICATORS</b></p> | <ul style="list-style-type: none"> <li>• Achievement of sales target and quota</li> <li>• Competitor account conversions</li> <li>• In account placement of consignment inventories</li> </ul>   |
| <p><b>KEY RELATIONSHIPS</b></p>          | <p><b>Internal:</b></p> <ul style="list-style-type: none"> <li>• Sales Management</li> <li>• Marketing</li> <li>• Regulatory / QA</li> <li>• Other group functions as necessary, including Logistics, Finance, Legal and HR</li> </ul> <p><b>External:</b></p> <ul style="list-style-type: none"> <li>• Surgeons, healthcare professionals, and academics</li> <li>• Hospitals, ASCs, and Clinics</li> <li>• KOLs</li> <li>• US Health and Regulatory authorities</li> </ul>   |

## CANDIDATE PROFILE:

|  |   |
|--|---|
| <b>QUALIFICATIONS/<br/>TRAINING</b>  | <p>Bachelors degree; Science, Business or Marketing</p>   |
| <b>EXPERIENCE</b><br><i>(E.g. health care industry, multinational company, what level/types of roles etc.)</i>             | <p><b>Essential:</b></p> <ul style="list-style-type: none"> <li>• 2 years related experience selling to surgeons in an operating room environment</li> <li>• A valid U.S. driver's license</li> <li>• The ability to travel related to this role</li> <li>• Preference will be given to candidates living within 30 miles of the territory, with documented history of proven sales success in healthcare/medical sales industry</li> </ul> <p><b>Preferred:</b></p> <ul style="list-style-type: none"> <li>• Able to comprehend and interpret scientific/clinical data</li> <li>• Understanding of medical device regulations in relation to sales</li> <li>• Experience launching new products and managing product life cycles</li> <li>• Ophthalmology or Vision Care experience</li> </ul> <p><b>Rayner is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, genetic information, national origin, protected veteran status, disability status, or any other characteristic protected by law.</b></p> |
| <b>COMPETENCIES</b><br><i>(knowledge, skills and attributes – including language requirements, ability to travel, etc)</i> | <ul style="list-style-type: none"> <li>• Self-motivated, results, and customer orientated team player</li> <li>• Strong business acumen, planning, and forecasting</li> <li>• Strong interpersonal skills and relationship builder: surgeons, KOLs, healthcare professionals</li> <li>• Analytical and problem resolution skills</li> <li>• Good organizational skills</li> <li>• Flexible 'can-do' attitude needed to thrive in a rapidly growing and changing start-up subsidiary</li> <li>• Highly ethical</li> </ul>  |