



MIGS Territory Manager - Germany

iSTAR Medical SA, founded in 2011 and headquartered in Wavre, Belgium, is a pre-commercial stage, medical technology company focused on the development of MINject, a novel minimally-invasive ophthalmic implant (MIGS) for patients with glaucoma. MINject is expected to become commercially available in 2021.

Reporting to the VP Sales & Marketing, the MIGS Territory Manager is a field-based role in the Dusseldorf area, responsible for catalysing the adoption of MINject in Germany following CE approval.

With a strong personal network in glaucoma surgery, you will identify high-potential centers which will become the first users of MINject, and the future thought leaders in the domain. Based on your competent and winning personality and your experience in the field, you will provide training and expertise in the Operating Room (OR) and enable the surgical teams to successfully make MINject part of their standard for the treatment of Glaucoma. You will build and expand long-term partnerships with your customers and support every step on their journey to become MINject ambassadors with an unsurpassed level of service and dedication to their success with patients, referring physicians, payers and other stake holders.

Responsibilities

- Identify, onboard and develop high-potential centers for the MINject launch
 - Leverage your own network and market data to initiate Germany-wide contacts with high-potential glaucoma surgeons on MINject
 - Secure adequate framework conditions (patient pool, implant reimbursement, purchasing process) in inpatient- and outpatient-treatment centres
 - Support documentation of case outcome through post-market registry, and review outcomes with surgeons.

- Secure surgical success through training and procedure support in the OR
 - Deliver introductory presentations of clinical evidence and product features
 - Assign and monitor online training
 - Initiate and run wet-lab trainings on-site
 - Support initial cases in the OR
 - Facilitate customer engagement in community learning and best-practice meetings

- Meet and beat sales targets by developing your customer's business
 - Lead target centers successfully through the certification process, and develop with them a long-term account plan to make MINject part of standard of care
 - Initiate and support the centres' communication efforts to recruit patients through both a lay- and professional audience networks (PR initiatives, medical round tables and conferences, publications etc).
 - Propose, identify and facilitate any other marketing efforts of the customer for MINject, in collaboration with the marketing team (online/offline) based on



customer needs (information for patients, referring physicians, and other stake holders relevant to the surgeon's success).

Profile

As the successful candidate, you have the following profile:

- You own a Scientific and/or medical degree in Ophthalmology, Optometry or equivalent qualification
- You have at least 2 years of experience in successful eye surgery sales, preferably glaucoma surgery, and additional 3 years of demonstrated sales excellence in the surgical medical device industry requiring procedure support in the OR
- You have a strong network and existing relationship with glaucoma accounts in North-West Germany, and a good know-how of key glaucoma centers Germany-wide.
- You have a proven track record of overachieving targets when establishing new medical devices in Germany with all key stake holders (surgeons, clinic administrators and health insurance companies, patient organizations, PR partners etc).
- You are an action-oriented achiever: high energy and drive, solution- and result-oriented, and effective communicator (including the presentation of scientific data to professional audiences). You are motivated by autonomy and an intense, varied work environment including frequent travel within Germany with 3-4 overnight stays per week. You are eager to learn, stress resistant and ready to work independently in a start-up environment (hands on).
- You are native German speaker and fluent in English, written and spoken. Knowledge of another language is beneficial.

Offer

We offer a full-time permanent position along with an attractive remuneration package and the unique opportunity to join a start-up with the potential to become a future key player in MIGS market today.

The position is field-based in the Dusseldorf area and will require frequent and Germany-wide traveling in an initial phase.

Headed by a solid management team, you will be part of a highly skilled (engineers, scientists) capable and dynamic team of innovative leaders with proven tracks records in the pharmaceutical and medical device industries.

We have an agile start-up company culture focused on values of entrepreneurship, engagement, integrity, passion and excellence.

Excited about the role?

To apply, please send your CV and a motivation letter to Renee Fraunhofer: rfraunhofer@krug-associates.com