

**HENKE SASS WOLF OF AMERICA**  
**Job Description**



**Position title:** **Business Development Manager**

**Work Hours:** 40 hours per week

**Reports To:** Chief Executive Officer (HSWoA CEO), Dotted line to HSW VP Sales & Marketing

**Essential Duties & Responsibility:**

The Marketing Managers primary function is not limited to, but described, as follows:

- Conducting Marketing Research in order to gain data based knowledge about Market, Market Segments, Size, and consumer behavior. Derive measures to expand the business.
- Develop and execute Marketing Strategy to grow the US Endoscopy Repair Business.
  - Develop and execute Go to Market strategy for the US Market
- Build up and improve a Net Promoter System (NPS) to measure and quantify the quality of customer relationships and customer satisfaction.
- Develop new sales areas and improving sales through the application of up to date business methodology like value selling, quality function deployment, funnel management, ...
- Develop, launch and maintain a web shop for HSWoA Services.
- Supports to build up an efficient Field Force to sell repair service
- Develop and teach fight sheets for field force & customer service
- Utilize a CRM System to gain knowledge about customer base and to tailor marketing campaigns to efficiently create demand and drive customer satisfaction.
- Build up and maintain show room at HSWoA
- Coordinate Trade Show presence
- Responsible for building up and growing direct sales channel
- Responsible for Direct Margin Expansion by balancing the marketing mix efficiently.
- Contacting potential clients to establish a business relationship and meet with them
- Support sales team to ensure requirements are met such as sales numbers and profit goals
- Develop strong understanding of company products or services as well as business position and competition to keep business competitive



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**Competencies:** Business Administration or Marketing BS  
Excellent telephone skills  
Strong verbal and written communication  
Strategic and analytical thinking skills  
Ability to write reports  
Analytical Skills  
3 years of experience in the Medical Device industry  
(first direct leadership experience?)  
Fluent or mother tongue English

**Typical Physical Demands:** Must be able to walk through the company including up and down stairs.

**Special Requirements:** Must be able to work overtime when required.

**Location:** Dudley, MA

**Training Required:** Job Training according to the current Training Plan  
Training to continually improve, as needed  
General Safety Training, FDA GMP Training & OSHA Requirements

**This individual will be required to perform other duties as requested, directed or assigned.**

This document does not supersede any specific employment contracts or agreements in effect.

**Note:**

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills or abilities. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

Received and understood by:

\_\_\_\_\_  
Employee's Name

\_\_\_\_\_  
Employee's Signature

\_\_\_\_\_  
Date

The company is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.

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