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VP, SALES

FULL-TIME, REMOTE – ANY US HUB

ABOUT THE TEAM:

THE VIBE ATTRACTS THE TRIBE

The people at Orpyx are flexible thinkers and creative innovators. We come from a variety of backgrounds and carry a wealth of expertise in multiple industries, including medical, technology, software, marketing and finance. What we all have in common is an intense passion for the work we do. We have an extraordinary collection of talent that makes working here fun, unique and inspiring. Our hiring goal moving forward is to continue to build and grow a strong, effective team, while maintaining our friendly and innovative company culture.

Orpyx develops sensor-based wearable solutions to manage and mitigate diabetic foot complications. The SurroSense® PROTECT intelligent insole system is a novel, custom insole-embedded device used to empower people with diabetes to extend mobility by preventing dreaded diabetes-related complications such as foot ulcers and amputation. The insoles send feedback to an app-based display, alerting the wearer in real-time of dangerous plantar pressures, enabling them to adjust behavior immediately prevent damage from occurring.

THE OPPORTUNITY:

With FDA approvals secured, payor insurance codes approved and deployed, financing in place, and a distribution alliance created with the largest national US player, the key pieces are assembled to bring our product to market. Orpyx is seeking our first Vice President of Sales to drive sales and distribution of Orpyx's disruptive technology into the marketplace.

The successful candidate will join our growing leadership team and dynamic and fast-paced start-up environment, report to the CEO, and work with cross-functional teams to drive adoption of our innovative SurroSense PROTECT intelligent insole system as the new standard of care in preventative diabetic foot management. You are passionate about helping to deliver our state-of-the-art technology to diabetic patients by initiating, managing and expanding relationships with clinicians, commercial partners and third-party payors.

YOUR RESPONSIBILITIES WILL INCLUDE:

Reporting to the President & CEO, this key member of the executive team will drive all aspects sales and distribution of Orpyx's products as well as be responsible for all customer-facing interactions. This includes:

- Developing, maintaining, and executing on a strategic sales plan, with particular focus on the US, including quarterly and tactical plans, for the SurroSense PROTECT intelligent insole system, focused on maximizing volume of technology deployed;
- Working closely with channel partners, clinicians, and third-party payors to ensure success and roll-out of plan;
- Leading all aspects of the company's revenue and gross margin generation, initial channel development, and ongoing channel management, including:
 - meeting or exceeding quarterly corporate sales targets
 - direct management of key strategic distributor accounts
 - managing a growing sales team to targets and quotas
 - distribution of accounts within the sales team
- Ensuring channel partners provide the proper product positioning and maintain visibility and the appropriate actions to address their obligations under established Agreements;
- Being an expert on Orpyx technology from a technical and clinical perspective, including the ability to effectively position and present its characteristics and benefits to all stakeholders (channel partners, clinicians and payors)

- Initiating, managing and expanding relationships with third-party payors at desired reimbursement rates and payment terms
- Exploring and targeting multiple payor types, including MCOs (Managed Care Organizations) such as HMOs (Health Maintenance Organizations), PPOs (Preferred Provider Organizations), IPAs (Individual Practice Associations), self-insured employers, unions, etc.
- Supporting Orpyx's clinical and economic trials and draft related case studies to communicate findings and value propositions to payors, clinicians and channel partners
- Understanding and building relationships with key influencers with new healthcare models (ACO's, IHN's, PCMH's) and/or large employer groups
- Maintaining a thorough understanding of competitors' products and strategy and how it relates to Orpyx's products and strategy; apply that knowledge in facilitating the training of Orpyx's growing sales team;
- Hiring, coaching and managing a growing sales force;
- Work closely with the President and VP Finance, generating bottom-up and top-down sales forecasts and providing regular reports on the status of the sales pipeline
- Soliciting, collecting and reporting feedback on Orpyx's products and service quality from channel partners, distributors and end users
- Developing, maintaining and evaluating best practices for sales and channel management
- Stewarding regulatory compliances for all commercial jurisdictions
- Contributing to the product planning, budgeting and strategic planning processes
- Ensuring ongoing and effective communication between Orpyx's Engineering, Marketing, Sales, Operations, Regulatory, Quality and Senior Management in regards to the position;
- Providing marketing and trade show support where needed;
- Additionally, due to the ever-changing and sometimes chaotic environment of an early-stage high-tech company, the VP of Sales may assume additional roles and responsibilities as the company requires.

Heavy travel will be required.

REQUIREMENTS:

The successful candidate will have deep (10+) years sales and sales leadership experience in the US health system with specific experience in wound care, medical device, digital health and/or health technology-related sales and marketing.

Experience with wearable technologies, sensor-related technologies, ISO 13485, and US medical insurance reimbursement is highly valued.

Skills

The successful candidate is a results-oriented, nimble sales leader who will enhance the dynamics of the executive team and demonstrate:

- a strong sense of urgency and achievement orientation to appropriately drive sales and support the rapid growth of the company
- the ability to successfully negotiate timely "win-win" deals
- the ability to analyze complex issues and create tangible action plans
- the ability to learn quickly yet comprehensively
- the ability to influence decision-makers across functional groups and outside the company
- the ability to drive the development of sales strategies and processes, and lead the sales team in ensuring best practices are implemented and followed
- proven self-motivation and ability to deliver under pressure
- strong communication and presentation skills and exceptional relationship management and stakeholder management skills
- the ability to thrive in a high-tempo, small and rapidly evolving, early-stage technology company environment

Education

Bachelor's degree or equivalent. MBA will be considered an asset.
Will consider relevant experience a substitute in some cases.

ABOUT ORPYX MEDICAL TECHNOLOGIES INC.

Founded in 2010, Orpyx Medical Technologies empowers people with diabetes to maintain mobility. Orpyx's core product line, the SurroSense® intelligent insole systems, help manage and prevent diabetic foot ulcers and limb loss through FDA cleared, advanced foot sensor technology and analytics. Orpyx's technology is used by researchers to access clinical-grade plantar pressure measurement data for health and human performance applications. Orpyx is focused on collaborating with stakeholders around the world to achieve a healthcare future that is prevention focused and sustainable in cost. Learn more at www.orpyx.com.

To apply, please submit your resume and cover letter in confidence to:
careers@orpyx.com

Orpyx is an equal opportunity employer.