



## **VICE PRESIDENT, OPERATIONS**

**Location: Winnipeg, MB**

**Reports to: President & C.E.O.**

### **Job Summary:**

The Vice President of Operations is directly responsible for driving regional and national sales, as well as overseeing all functions of sales operations. This individual is responsible for achieving quarterly and annual sales goals, building and supporting strategic business relationships and providing vision and guidance for all sales strategies and their execution. Responsibilities will include overseeing the marketing department and product launch strategies.

### **Core Competencies:**

- Leadership
- Communication
- Coaching and Mentoring
- Staff Management
- Accountability
- Professionalism
- Problem Solving
- Goal Setting and Long-Term Planning
- Team Development
- Collaboration

### **Responsibilities:**

- Lead and direct all sales, marketing, medical, and operations for current and future products.
- Devise and deploy all sales goals and objectives to commercial sales team.
- Develop strategic sales and marketing plans, including brand management and product positioning.
- Responsible for long-range forecasting, portfolio management and commercial development.
- Manage the commercial organization in alignment with corporate objectives, along with leading the sales, marketing, and medical teams.
- Align all commercial functions, especially the sales, marketing, medical and other commercial teams (market research, commercial analytics, sales operations, sales training, etc.) to maximize results.
- Participate in Executive Committee meetings to plan and coordinate business objectives.
- Develop and maintain senior level relationships with customers and key opinion leaders.
- In coordination with the Executive Management Team, monitor the company's financial position and budget performance.
- Work closely with Human Resources to review, plan and execute training programs and development opportunities.
- Collaborate with Human Resources to approve incoming commercial staff.
- Manage regional and national managers and assist with their development, time management and goal setting.
- Participate and approval all annual performance reviews including monetary increases.
- Advise and approve all disciplinary actions in accordance to company policy and labour regulations.
- Implement consistent best practices, processes and policies for the commercial sales department; regular review of bonus program and incentive plans.

### **Required Skills and Qualifications:**

- Bachelor Degree in a Business or Science discipline.
- 7+ years' experience in the bio-pharmaceutical industry and minimum of 5 years sales and managerial experience

- Experience and understanding of the cardiovascular market.
- Strong Leadership abilities that can develop a team of managers and sales representatives including mentorship for coaching and professional growth.
- Able to navigate through transition periods of growth and new markets with a long-term goal vision.
- Experience with new product launch (branded and generic).
- An independent self-starter with the ability to work effectively both alone and with cross-functional teams.
- Strong broad based scientific and pharmaceutical knowledge as well as excellent presentation and teaching skills.
- Ability to comprehensively learn about new subject areas and environments.
- Strong interpersonal, written, phone and negotiation/influence skills.
- Based in Winnipeg
- Canadian citizen
- Available to travel to the United States.

Medicure Inc. offers a competitive salary and benefits program. Relocation allotment is available to the successful applicant that is out of province.