

<b>Job Title:</b> Clinical Application Specialist	<b>Location:</b> Ithaca, NY
<b>Hours:</b> Full-time – 40 Hrs/week	<b>Rev Date:</b> 07-14-19

## **Primary Function**

The Clinical Application Specialist is the internal company expert on all aspects of Transonic Clinical Products with an initial high focus on our Perfusion, ECMO and CABG product lines. The Clinical Application Specialist handles all internal & external aspects of the product lifecycle from development to release to product maintenance. The Clinical Application Specialist ensures that all sales representatives, distributors, internal staff (as needed) and customers are adequately trained in product and application specifics either by direct training, training at evaluations, web training or through the development of training materials that are disseminated by Sales staff. Training materials include online training platform management, creation and dissemination of technical notes, sales notes, manuals, quick reference guides, power points and more. This position helps coordinate and manage product activities in order to maximize profits. They also work with the Surgical and Vascular Access Marketing Managers to develop strategic product and marketing plans to champion Transonic devices, to launch products at tradeshow and help develop launch materials (tradeshow backwalls, videos, etc.) and they work in tandem with other staff to resolve issues that improve marketplace acceptance. They also work with key opinion leaders to expand use of the devices through reference programs or studies.

### **I. Duties and Responsibilities**

- Identify the educational & training needs of sales force (international & US) and customers and develop educational material or training programs or classes on products.
- Teaching or instructing others (internal staff, external staff, users) including hosting educational presentations at tradeshow
- Work with Customers and Key Opinion Leaders on new application development
- Advise others on applications for product line
- Work with Engineering & R&D to bring market feedback and voice of customer to existing product updates and new product development
- Conduct opinion surveys or needs assessments.
- Track market trends and alert execs and staff of significant changes impacting Transonic
- Keep the pulse of the existing market and advise executives on changes, competitive updates, and new developments that affect the surgical product line.
- Provide guidance and expert advice to management or other groups on technical, systems-related or process-related topics.
- Write Manuals, Quick Reference Guides, Inservice checklists and other product related materials
- Develop training videos in conjunction with other marketing staff to advance product knowledge
- Perform other work-related duties as requested, directed or assigned by management

In conjunction with Surgical Marketing Manager:



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- Identify, develop, or evaluate marketing strategy, based on knowledge of Transonic’s objectives, market characteristics, and cost and markup factors.
- Formulate, direct, or coordinate marketing activities to promote products or services
- Participate in, and/or assist in coordination of special events or programs or tradeshows promoting the surgical product line
- Develop marketing plans or strategies.

**II. Working Relationships**

- Interact with co-workers in Marketing Dept, Sales/Customer Service, Engineering and Manufacturing as necessary
- Develop and maintain constructive and cooperative working relationships with current and future customers and market leaders

**III. Education and Experience**

- Experience as a Perfusionist and/or experience in sales and/or marketing of perfusion related products for surgical or critical care applications.
- M.B.A. would be beneficial.

**IV. Knowledge, Skills and Abilities**

- Specific experience in cardiothoracic, perivascular, minimally invasive, and robotic surgery markets a distinct advantage.
- Able to communicate with and present to medical professionals
- Project management skills a plus
- Manage multiple priorities with minimum supervision.
- Superior communication skills – both written and verbal - including demonstrated presentation skills.
- High computer skills
- Proven leadership and effective decision-making capabilities.
- Self-motivated and highly organized

**V. Supervisory Responsibilities**

- No Direct Reports, will work in a collaborative marketing environment.

**VI. Physical Demands**

- Must be able to lift up to 25 lbs. and to adhere to safety requirements



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**VII. Work Environment**

- Small, tightly knit Marketing Dept of 10 people who are working to make a big impact!
- Busy environment, lots of tasks at any given time, need to be able to self-prioritize and manage along multiple pathways
- Work environment would include office setting with exposure to manufacturing floor
- Off-site visits to current and future customers including clinics, hospitals, operating rooms and ICU.
- Travel as needed (< 25% total), occasionally frequent depending on time of year or product launches. Travel to tradeshow, to support sales staff, to train distributors and support international divisions.

Disclaimer: This Job Description is not intended to be all-inclusive and may be subject to change to include new responsibilities and tasks or change existing ones as management deems necessary to meet the ongoing needs of the company.