

Commercial Director, China (& AsPac)

Job Purpose

You will be accountable for building and growing the Congenica business in China. The growth opportunity comes from several specific opportunities (1) Current major commercial partners in China and (2) New strategic partners and customers that have been identified but yet to fully engage. You will report to the Chief Commercial Officer (CCO).

Main Responsibilities

Accountable for Commercial Delivery in China

- Develop and execute the China/ commercial strategy, including product offering, sales forecasting and key account management & support.
- Determine the most effective 'go-to-market' model for new geographies in Asia once the plan in China is established
- Identify and contract with the most appropriate partner and distributor network to accelerate our entry into select geographies. Their onboarding and ongoing management will be critical to ensure high customer engagement and satisfaction to deliver sustainable revenue streams.
- Recruit and develop the necessary 'direct' team members to enable the smooth operations of business.
- Work effectively with the extended team of customer support, product management, and marketing to ensure account acquisition, onboarding and maintenance is as effective and efficient as possible.
- Actively manage pipeline opportunities with dedicated use of Salesforce to ensure visibility of revenue and KPI monitoring.

Evaluate product development opportunities and competitive landscape understanding

- Identify, review and evaluate how the Congenica platform can better meet the needs of the China market of genome sequencing analysis and clinical interpretation & diagnosis by providing direct voice of customer (VOC) and facilitating meetings with the extended commercial, product and technical teams where necessary.

Represent Congenica externally and contribute to commercial and scientific events in China

- Clear and effective presentation of our company, its corporate vision and commercial offerings appropriate to individual customer circumstances and requirements.
- Participate at conferences to potential customers and commercial partners.
- Contribute to the marketing efforts, including webinars, workshops, case studies, white papers.

Employee Profile

Qualifications

- Graduate, preferably from a Life Science discipline
- Knowledgeable about human genetics and genomics, Next Generation Sequencing and data analysis. (preferred)
- 8-10 + sales leadership experience

Knowledge, Skills & Abilities

- Demonstrated ability to set strategy, vision and lead a team (direct & indirect) in a commercial setting
- Track record of delivering against plan targets
- Strong interpersonal and communication for motivating, negotiating, influencing and building relationships with decision makers
- Ability and willingness to travel in China

Related Experience

- A successful track record of delivering business growth through driving lead generation, brand awareness and sales conversions.
- Experience of managing key external suppliers / partners.
- Proven leadership to direct others in solving complex problems, ability to review, approve and implement large complex projects.
- Experience in delivering commercial contracts with the China health care environment.
- Experience of meeting KPI targets and service standards in a commercial environment

Behavioural Qualities

- **Business Acumen.** Being able to bring a business and economic perspective to Congenica's sales activities.
- **Adaptive Thinking.** Provides creative and innovative solutions.
- **Resilience.** Comfortable operating with high levels of ambiguity.
- **Collaboration.** Ability to leverage internal and external organisational resources.
- **Critical Thinking.** Able to identify and challenge the assumptions underlying actions and inactions.
- **Self-motivated.** results-driven, problem-solver
- **Organised.** Able to prioritise, able to work with others, and willing to contribute to team.