



## POSITION SPECIFICATION

**POSITION TITLE:** Southwest Regional Sales Manager  
**LOCATION:** San Diego, CA

Xcell Biosciences is a San Francisco-based life science start-up company that has developed a proprietary cell control system for use in research, drug development, and regenerative medicine applications. The technology delivers simple, standardized methods for fine control of tumor cells, stem cells, and immune cells. This novel platform enables direct disease insights through its uniquely differentiated cell control capabilities. These include the capability to easily grow primary human cells, flexibly modulate cellular phenotype and function, and dramatically improve the delivery of molecular materials into cells. The technology is currently in use for research and development applications ranging from novel cancer biomarker discovery to cell-based immunotherapy lead optimization. The company raised a \$12M Series A round in early 2017 and commercially launched its flagship system, the Avatar.

### **SCOPE AND RESPONSIBILITIES:**

The Southwest Regional Sales Manager for Xcell Biosciences Corporation will be responsible for growing the company's new business in Southwestern states by finding and closing significant business opportunities for capital instrument and reagent sales. Responsibility will include the development and execution of the sales plan in key target segments: pharmaceutical, biotechnology, and university including; research, development, clinical research and clinical trials, etc. This will require the use of creative motivation, coaching, skill development, product knowledge, industry knowledge, competitive knowledge and company knowledge to build and achieve the sales plan. As a member of the sales team, you will provide input regarding products, strategies and tools that affect Xcell Biosciences' business. This will be supported by an in- depth understanding of the target markets, their key customer needs, and differentiation of the product from the competition. This is a regional sales role that requires more than just the ability to understand and plan, it will require the personal identification and closing of specific and significant business opportunities in key accounts for the sale of the company's unique new technology platform to government, industry and university customers. Products will range from services to reagents to capital sales of equipment at the \$100,000+ price point.

### **RESPONSIBILITIES**

- Work with the Field Application Specialist team to assure sales targets are met.
- Assure the development and execution of territory and account specific strategies.
- Accurately forecast sales in the target markets and update on a weekly basis.
- Develop and implement a robust step by step selling process with regular milestone reviews.
- Focus the appropriate selling resources on each of the target markets.
- Manage the region to build and maintain a strong funnel to meet sales forecasts.
- Establish and maintain contact with key accounts/customers/industry thought leaders.
- Personally select and close influential accounts.
- Provide input to Sales & Marketing regarding products, strategies and tools.

### **EXPERIENCE REQUIRED**

- Minimum of 5 years of life science instrumentation sales experience with a strong understanding of instrumentation for in one or more of the following: cell biology, cell culture, flow cytometry, transfection and PCR.
- Capital equipment (\$100k+) sales experience (understand selling with budget cycles and finding the funding)
- Experience in working with executives in “C” suite a plus
- Markets experience
  - Sufficient to be credible with customers
  - Bring ability to do financial modeling for non-clinical opportunities
- Proven track record building a successful sales region
- New business development
- Key customer relationship development to include key account development
- Experience in driving sales in large complex accounts and with decision makers at all (levels)
- Ability to syndicate a sale within an account
- Familiarity with Northeast accounts, especially Pharma/Biotech
- BS required, Advanced Life Science Degree a plus

### **PERSONAL ATTRIBUTES**

- Highly process oriented
- Dependable – tells it like it is
- Driver – loves to close big deals
- Handles autonomy well – capable of “worry free” independent operation
- Insightful – keeps a handle on what is happening with their customers and their market
- Self-starter
- Strong time and territory management skills.
- Achievement and goal-oriented.
- Ability to quickly assess and qualify a sales opportunity
- Ability to travel frequently (often more than 50% of time)

### **COMPENSATION:**

This position is field based. Preferential location is the San Diego Area. A comprehensive compensation package, commensurate with the successful candidate’s background and experience, will be provided which includes base, commissions and stock options.

### **EDUCATION**

- Advanced degree in related field required.

To apply: please send your resume to careers {at} xcellbio.com