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C-InSight® Channel Manager, Mazor Surgical Technologies Inc

Date: November 30, 2009

Location: East Coast US

URL: <http://www.Mazorst.com>

Type: Full-time
Experience: Mid-Senior level
Functions: Sales, Marketing and Business Development

Job Description

Position rationale:

The C-InSight channel manager will report to the Mazor Surgical Inc, Sr. Executive VP and will be responsible for the market development and sales of the C-InSight imaging system for orthopedic applications (non-spine). The channel manager will be responsible for the planning and execution of the company sales, marketing, distribution and P&L within the US orthopedic market. The channel manager will be responsible for developing the necessary distributor sales channels and managing the execution of the channels to meet company sales goals. The channel manager is expected to be a deal closer, a charismatic, sophisticated, creative and experienced sales and marketing manager who will know how to work closely with the distributors and the customers in order to meet the business objectives.

The C-InSight Channel manager is also responsible for the upstream marketing of C-InSight, that is, the interface between the market and the R&D project development team. As such, the channel manager is responsible for collecting and integrating the feedback from surgeons and hospital administrators/purchasing into actions that the R&D team can take to improve the product. The channel manager will work with R&D to define and develop the C-InSight system and applications within budget constraints, timeline and objectives of the company. The channel manager is responsible for ensuring that the product meets the needs of the marketplace.

ADDITIONAL INFORMATION:

- We are looking for a "hands on" manager who will roll up his/her sleeves, work hard in the field personally and be capable of establishing a new business in the US in a very short time with limited budget.

- Possessing good connections with the right players, hospital administration and surgeons within the Orthopedic and Imaging communities is a very strong plus.
- Is willing to travel 60-70% of the time, working closely with the customers and distributors.
- The C-InSight Channel manager will routinely travel to customer sites to install the system, train new users and perform first scans, so that initial use feedback is readily available to distributors and members of the R&D team.
- Management skills: is self motivated, responsible, goal oriented and able to work in collaboration with a corporate team located in Israel

Principle Duties and responsibilities:

- Establish the US distribution channels, inclusive of contracts and performance monitoring.
- Work closely with management team to define business model and distributor compensation structure.
- Provide day-to-day management over all C-InSight ortho sales and marketing activity.
- Take all needed measures to meet sales targets on a quarterly base, based on the business objectives.
- Continually lead the generation of relevant sales leads, manage the sales process and attend the critical points to ensure deal closings.
- Manage all post sales activities to ensure customer satisfaction and loyalty
- Attend surgical cases, train surgeons and distributors and manage the on-going sale of the C-InSight system.
- Lead the creation of solutions, proposals, and presentations to our customers
- Work in collaboration with the Marketing and Finance team to create the right sales package and pricing for the US market. Provides inputs to the VP Market for establishing the marketing strategy, objectives and initiatives specific to C-InSight product development and commercial launch.
- Work closely to define and realize attractive payments mechanisms to meet the business and the customer needs.
- Lead the development of appropriate sales tools (workshops. proposal templates, content for marketing materials, presentation templates)
- Participates on the C-InSight R&D project team in the implementation of the tactical marketing plan for a specific product application, including all activities associated with new product launches or version releases
- Routinely works with project personnel to provide marketing advice and to resolve technical problems that impact product functions, features, or benefits. Works with R&D team and marketing team to ensure that User Guide, training materials, and sales materials are technically correct.
- Routinely works with customers to gain understanding of product value, improvements and new applications
- Is responsible for first commercialization sites, including but not limited to: enrolling sites and surgeons, gaining case volume to support development and clinical studies, training (or arranging training), and monitoring activity to ensure that product is used, scans are collected, and study data is collected



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- Coordinates and analyzes lead customer feedback to direct product specification development and product improvement initiatives.

Skills

- Minimum 5 years of successful sales and sales management experience in the orthopedic implant marketplace.
- Minimum 5 years of successful sales and sales management experience in hospital capital equipment marketplace.
- Bachelor's degree in Business, Marketing, Sales, or related areas. MBA preferred.
- Strong network and skill set associated with identifying, negotiating, and managing distributor relationships.
- Demonstration in successfully achieving sales targets while adhering to budgetary guidelines.
- Ability to manage multiple diverse projects and sales events simultaneously.
- Strong leadership and coaching skills needed to manage geographically dispersed distributor network.
- In-depth knowledge of the needs of surgeon and hospital customers, including negotiating skills and ability to get results in a complex selling arena.
- Proficient with personal computer including email, database activity reporting, spreadsheets, and power point applications.
- Experienced and fluent with CRM systems such as Goldmine
- Exhibit winning attitude and ability to transfer that enthusiasm to distributor teams.
- Strong sales and deal closing capabilities.
- Executive leadership record familiar with sales, marketing, operational budget planning and review methodologies.
- Well networked in the American orthopedics and/or imaging markets.

Company Description

Founded in 2001, Mazor Surgical Technologies is dedicated to the bringing to the market innovative medical devices for Orthopedic and Spine surgical procedures. Mazor's proprietary technology enables a safer surgical environment for patients, surgeons and OR staff, by utilizing miniature robotic, imaging and implant technologies. Mazor's corporate headquarters is located in Caesarea, Israel and regional offices are located in the US and Germany. Other worldwide geographies are supported by distributors.

For more information, please visit us at www.mazorst.com or contact us at info@mazorst.com.



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