

### **Job Description: Commercial Development Manager**

#### **COMPANY DESCRIPTION**

Gravitas Medical is revolutionizing enteral feeding with smart feeding tubes, monitors, and pumps. See <https://www.gravitasmedinc.com/> for more information.

#### **POSITION DESCRIPTION**

The commercial development manager, reporting to the CEO, is responsible for the development and implementation of a growth strategy to successfully position the Gravitas gastric management platform as the standard of care in the North American Market and Globally.

#### **ESSENTIAL FUNCTIONS**

- Oversee and develop commercial strategy to ensure successful product launch
- Lead all commercial activities including product management (incl. competition positions, pricing model, branding)
- Spearhead key account development
- Identify and establish reference and show sites to generate leads and drive brand awareness
- Support clinical communication, messaging
- Social media incl. website development, market seeding
- Lead VOC and work closely with R&D on product development projects
- Co-lead S&OP process in collaboration with manufacturing
- Manage the organization of congresses and customer meetings

#### **REQUIREMENTS**

- Minimum of a bachelor's in marketing, engineering or similar
- Minimum of 5-10 years medical device strategy, commercialization business development, marketing experience. Catheter or gastric device experience is a plus.
- Demonstrated ability to manage and prioritize multiple tasks/projects with a strong problem-solving ability.
- Startup experience preferred
- Prior experience with customer facing activities, sales and clinical experience preferred
- Prior experience in in related ICU, nutrition or related areas preferred

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- Hands on and results driven
- Excellent interpersonal written and verbal communication skills.
- Strong team-working and communication skills. A drive to get the job done in the face of obstacles and time constraints, and a willingness to jump in wherever needed.
- Competent using office software including MS Word, Excel, Internet Explorer, PowerPoint, and Outlook and relevant marketing software
- Ability to learn complex technology/clinical applications
- Strategic minded with superior collaboration skills
- Problem solving and decision-making skills
- Must be ready to be entrepreneurial at times and to step out of the comfort zone.

To apply, please send your resume to [hr@gravitasmedinc.com](mailto:hr@gravitasmedinc.com)