

## Imedex, LLC.

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Imedex LLC, provides a global, fully integrated and accredited platform for independent medical education is based in Alpharetta, Georgia (a suburb north of Atlanta). Imedex is an industry leader in providing worldwide multi-accredited continuing medical education (CME) services. A fully resourced medical department as well as in-house business development, project management, marketing, graphic and web-design services enable us to provide a full-range of high-quality services to our clients. Our customers consistently rate our programs as excellent in terms of scientific quality, execution, and educational value.

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### DIRECTOR, BUSINESS DEVELOPMENT

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**PURPOSE OF POSITION:** Contract sponsorship for Imedex programs from pharmaceutical companies and develop relationships with contacts to positively position Imedex for RFP opportunities.

**SUPERVISOR:** Vice President, Operations

**PRIMARY QUALITIES:** Initiative, relationship building, negotiation

**COMMITMENTS:** To correspond with approved written sales proposals

**DELEGATION:** None

**FLSA STATUS:** Exempt, Administrative

**JOB CODE:** 11M410

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### JOB DESCRIPTION & RESPONSIBILITIES

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#### 1. SALES AND NEW BUSINESS DEVELOPMENT

- 1.1. Assist in the development of sales targets on both a per client basis as well as per therapeutic area as needed
- 1.2. Build and maintain a working knowledge of each assigned clients products, pipelines, objectives, and strategies.
- 1.3. Identify opportunities and educational needs in the marketplace. Assist in the development of correlating programs that are that meet those needs and are also inline with our internal strategic goals.
- 1.4. Ensure that sales targets set on both a client as well as project basis are met and/or exceeded.
- 1.5. Coordinate the development of sponsorship options in compliance with ACCME/OIG/PhRMA requirements and guidelines.
- 1.6. Identify potential sponsors and inform these in a timely fashion about sponsorship opportunities.
- 1.7. Schedules, prepares, executes and follows-up on sales calls.
- 1.8. Negotiate, close and obtain executed contracts with sponsors in compliance with CME requirements for all projects.
- 1.9. Follow up with potential sponsors in writing, by phone, and by personal sales calls at company's location or at other meetings.
- 1.10. Solicit/respond to RFPs.

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- 1.11. Prepare complete documentation for support staff to ensure proper administration and invoicing of clients.
- 1.12. Research and identify potential new areas for program development, and/or alternative meeting formats, and assess profitability.
- 1.13. Scout developments by other medical education/medical communication companies as related to IMEDEX.
- 1.14. Maintain a comprehensive sales database and procedures manual.

### **2. CLIENT RELATIONS**

- 2.1. Communicate client's needs and expectations throughout the organization for both single sponsored and multi-sponsored programs, signal any issues or concerns and pursue corrective action.
- 2.2. Participate in team meetings as needed; report on timelines and project execution/status.
- 2.3. Communicate with meeting chairs and faculty to ensure client needs are discussed in accordance with ACCME guidelines.
- 2.4. Create and secure up-sell opportunities for all proprietary and single sponsored programs (i.e., web cast, CD ROM, newsletters, journal supplements).
- 2.5. Solicit feedback from clients on IMEDEX performance and communicate relevant findings to management and organization.
- 2.6. Travel to and participate in IMEDEX projects as needed for establishment of sales leads and contacts.

### **3. PROCEDURES AND POLICIES**

- 3.1. Assist management with the development, implementation and modification (as necessary) of company procedures and policies.
- 3.2. Suggest opportunities to improve operations of department and IMEDEX.
- 3.3. Comply with company policies and procedures (such as profiles, time sheets, and working hours).

### **4. MISCELLANEOUS/IN-HOUSE DUTIES**

- 4.1. Attend meetings, educational sessions, training
- 4.2. Attend departmental meetings and retreats Good communication skills, both oral and written
- 4.3. Excellent problem solving and organizational skills
- 4.4. A proven ability to work under pressure, meet tight deadlines and work overtime when required
- 4.5. Good working knowledge of Microsoft programs (including word, excel, access and outlook) and affinity with database programs

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### EDUCATION/EXPERIENCE REQUIRED:

- A minimum of a bachelor's degree is required.
- 3+ years fundraising experience in the healthcare/pharma industry, resulting a deep understanding of the decision processes and trends.
- Knowledgeable in any or all the following areas Cardiology, Endocrinology, Gastroenterology, Pulmonology or CNS Disorders. Other therapeutic areas considered a plus.
- Has relationships with US and/or International pharmaceutical marketing decision makers.
- Has relationships with US and/or International KOLs.
- Team leader, team player, motivator, entrepreneurial spirit, creative and flexible.
- Excellent oral and written communication skills, including ability to present and sell ideas and solutions to clients and internal staff.
- Customer orientation, experienced negotiator.
- Roll-up-the-sleeves personality.
- Outgoing.
- Travel (up to 40%; international as well).
- Ideal candidate will have pharmaceutical and ACCME experience with numerous contacts.

Duties and responsibilities may be added, deleted or changed at any time at the discretion of management, formally or informally, either verbally or in writing.

**COMPENSATION:** Competitive compensation and benefits package includes: 5 Medical / Rx plans, 2 Dental plans, Vision Insurance, Company-Matched & 100% vested 401(k), ESPP, Scholarship Programs, Tuition and Professional Reimbursement Programs, Generous PTO Policy, 8 Paid Holidays, Company Bonus Program, Flexible Spending Accounts, Supplemental Life/AD&D and LTD, Personal Discount Insurance Plans for Homeowners, Auto and Long-Term Care, and these fully Company-Paid benefits: Life and AD&D, Short-Term and Long-Term Disabilities, Employee Assistance Plan, and Business Travel Accident.

To perform this job successfully, an individual must be able to perform each duty satisfactorily. The requirements listed above are representative of the knowledge, skill, and /or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Equal Opportunity Employer  
M/F/D/V**