

Vice President, Sales

The VP, Sales at Foundation Medicine is a dynamic and broad healthcare sales expert with a minimum of 10 years of experience leading best in class sales functions, preferably within a diagnostic service company. As a member of the management team and the first sales person in the organization, the VP, Sales will be expected to use his/her industry experience and technology knowledge to identify, develop, and pursue customer opportunities as well as foster, build and maintain relationships with current customers. Reporting to the Chief Operating Officer, the successful individual will build, deliver, guide, and maintain a strong strategic sales plan which will include the national launch of our FMI's test in June, 2012; lead and grow the sales function and team within the Company and manage the members of the sales team to deliver results and perform at a level that is aligned with Foundation Medicine's standards of excellence. To be successful the candidate must bring intellectual, professional and personal values to the company, which complement the current management team. Certain fundamentals will be critical:

- ***Creating Vision:*** A resourceful, strategic and analytical thinker and creative problem solver who can help shape the future strategy of the business.
- ***Developing and Leveraging Relationships:*** Internally, has ability to recruit, motivate and retain highly talented individuals. Externally, has credibility and an extensive network of contacts.
- ***Communication Skills:*** Demonstrates excellent presentation and communication skills – the ability to influence and work successfully with varied audiences including investors, scientific and technical leaders, pharmaceutical and business partners, etc.
- ***Entrepreneurial Drive:*** Desire and proven ability to have an impact. An energetic self-starter with a strong work ethic and sense of urgency.

In addition to providing the leadership/motivation, strategic vision, operational excellence and functional expertise that the Company requires to lead the company's commercial entry into the cancer molecular diagnostic market, the VP, Sales role focuses on the following:

- Create and drive a successful strategic sales plan which accomplishes the long term revenue and market cap goals of the organization and effectively builds and manages the sales team to aid in that delivery.
- Work closely with various departments within the organization to ensure that technologies and products in development are aimed at meeting customer need and demand.
- Successfully and quickly come up to speed in order to deal efficiently with the concepts and complexities associated with genomic testing and FMI products. S/He should be able to invest the time necessary to maintain an in-depth understanding all disease states associated with our product and the strengths and weaknesses of our competition. S/He

should be able to successfully use this technical fluency to move target physicians and influencer's to actions that will result in patient access and utilization of our products.

- Strives for excellence in all aspects of his/her performance and is committed to continuous self-evaluation and development. The VP, Sales is valued for his/her contribution to the organization, peers, and customers beyond sales/revenue production.
- Attend various sales meetings and professional conferences around the US on as needed basis. It will be critical for the VP, Sales to work closely with management and marketing to understand and communicate our product sales and marketing messages.
- Provides information critical to accomplishing the FMI mission to "all" parties involved in the sales of our products. The VP will provide direct feedback to individuals so they can make accurate decisions at all levels of the company (national, regional & area teams).
- Fostering relationships with Client services and Billing teams to insure superb customer service and billing practices aligned with the overall growth plan and physician retention

REQUIREMENTS:

- A minimum of 10 years experience in a relevant industry/commercial environment (pharmaceutical, diagnostics, research products) as a sales professional and sales executive
- Deep domain knowledge of the Diagnostic Services industry. Molecular Diagnostic experience strongly preferred.
- Experience selling Oncology based tests and services into the Pathology and/or Oncology clinical communities preferred
- Previous strategic planning experience
- Knowledge of FDA & IVD approval process
- Knowledge of business plan dynamics
- Direct experience in either the diagnostics (preferred) or pharmaceutical market
- Prior experience leading national/global sales teams
- Knowledge of CE marking for European IVD market, a plus
- Ability to work internationally / Ability to travel required