

## **Director, Marketing**

Endologix, Inc. is a developer and manufacturer of minimally invasive treatments for aortic disorders. The company is located in Irvine, CA, has over 300 employees and is listed on NASDAQ (ELGX). Since launching in the U.S. in 2005, Endologix has experienced average annual growth of 60%+ and was the top performing med tech stock in 2009. The Company's Powerlink® System is an endovascular stent graft for the treatment of abdominal aortic aneurysms (AAA). AAA is a weakening of the wall of the aorta, the largest artery in the body, resulting in a balloon-like enlargement. More than 2 million people in the U.S. have AAA, with 200,000 new cases diagnosed every year. If left untreated, AAAs become increasingly susceptible to rupture. The overall patient mortality rate for ruptured AAA is approximately 75%, making it the 13th leading cause of death in the U.S. More information is available on the Company's website at [www.endologix.com](http://www.endologix.com).

The Director of Marketing is responsible for all product-based marketing activities for Nellix product line and its derivatives. Develops marketing plans, strategies and tactics; then leads the implementation and follow-up. Has strong collaboration and leadership skills to effectively manage cross-functional initiatives. Must have a very hands-on approach to the business and be highly accountable for results. Will develop excellent, in-depth knowledge of the Nellix products and programs and achieve an appropriate level of clinical knowledge to be viewed as a resource by our customers, our sales team, and internal employees.

### ***Essential Duties and Responsibilities:***

- Develops and communicates 3 year and 1 year sales and marketing plans.
- Conducts market research as necessary to gather design input, market trends, competitive activity, customer perspectives, etc.
- Collaborates with VP of Regulatory and Clinical to make sure articles and studies about Endologix's technology get published in journals and that the core business is represented from the podium at all appropriate medical meetings
- Develops and manages product line marketing budgets within overall operating budgets.
- Gathers, analyzes and prepares information about the market(s), growth rates, pricing, competitions, reimbursement, emerging technologies, etc.
- Establishes and maintains relationships with Key Opinion Leaders.
- Responsible for the development, training and distribution of all marketing materials, sales aids, advertisements, reimbursement guides, etc. to support the Nellix product lines.
- Facilitates the collection of information and documents the customer requirements for all new product development projects and provides analysis to prioritize development projects for R&D and Regulatory/Clinical.
- Prepares and executes detailed new product launch plans, which include positioning, clinical data, selling tactics, forecasting, pricing, reimbursement, promotional programs, press releases, sales training, physician training, etc.
- Interprets and translates scientific clinical data into commercial implications.
- Represents marketing group on cross-functional teams interfacing with product development, production and manufacturing to develop new products or enhance existing products based on the Nellix technology.

### ***Education, Training, Skills and Experience Requirements:***

- Minimum BS degree, MBA preferred
- Minimum 12 years of medical device marketing experience,

- Peripheral vascular or cardiovascular device experience desirable.
- Prior clinical experience in OR or cath lab desirable.
- Individually led multiple successful new product launches
- Excellent presentation, organizational and interpersonal skills required. Customer service orientation required.
- Extensive knowledge of medical device industry and company products.
- Ability to prepare and deliver presentations to the management team and board of directors
- Good clinical acumen and ability conduct tabletop demonstrations and articulate technical attributes
- Experienced negotiator and ability to prepare, edit and execute necessary contracts and documents.