

## **Our Purpose & Who we are**

At Sentec we aim to improve the lives of patients by advancing respiratory monitoring solutions to provide clinicians the continuous insight they need to guide care and – most importantly – improve patient outcomes.

## **Our Values**

Patient Focused  
Collaborative  
Integrity  
Quality

## **Job Description: Clinical Market Development Manager**

SenTec seeks an energetic candidate for a Clinical Market Development Manager to define and support market and business development initiatives. This position reports to the Vice President, Clinical and Business Development. The individual must be comfortable communicating professionally and effectively with physicians and other clinical staff. Candidates should be versatile, self-driven individuals with a passion for patient care and strategic contribution in a small company environment. In this role, the individual will be responsible for

## **Essential Duties and Responsibilities:**

### **Market Development**

- Evaluate and determine market opportunities for SenTec products
- Identify primary economic and clinical value propositions
- Prepare market opportunity analyses and presentations
- Manage external market assessment partners
- Develop clinical market development plans
- Develop and deliver new market value proposition presentations to clinicians
- Recruit nursing, respiratory therapist, and physician champions
- Cultivate relationships with early clinical adopters and research partners
- Spearhead early adoption programs and feedback initiatives
- Organize market development education symposia
- Solicit and assist clinicians in preparation of white papers
- Propose clinical evidence strategy for market expansion
- Assist definition and drafting of clinical trial protocols with clinicians

### **Secondary/Collaborative Duties and Responsibilities**

- Participate in definition of product roadmap for North American sales



- Assist determination of product functionality and specifications for North American market
- Organize and conduct pre-launch clinical usability trials in conjunction with R&D
- Scout new product and business opportunities
- Evaluate potential business, product acquisition, or distribution partnerships from clinical and technical perspectives
- Review and contribute to development of marketing materials for new applications

### **Qualifications/ Education:**

- 5+ years of industry experience
- Strong clinical and technical expertise in medical devices and technology
- Experience in medical device product management, development, or sales
- Familiarity with clinical trial design and conduct
- Strong written and verbal communication skills.
- Proficient in Microsoft Office

### **Preferred skills:**

- Skilled in development and maintenance of clinical relationships
- Excellent critical thinking skills
- Experience developing and managing clinical study programs
- In-hospital clinical experience or credentials a plus
- Expertise in development or commercialization of medical monitoring technologies
- Familiarity with Microsoft PowerBI a plus

**Please submit application, cover letter and resume to  
[rachael.lewin@sentec.com](mailto:rachael.lewin@sentec.com)**

#### **Sentec**

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