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ROLE STATEMENT:

Title: ESR Specialist

Date: 5/12/2018

Business Unit: Critical Care

Job Code:

Completed By: Olga Quejido, Antonio Macias

Business Title Clinical Field Specialist

HRBP Approval:

Manager Approvals:

Role Purpose: This is an interesting opportunity for a young professional with an Apprentice Contract. General aim of the position is get to know expertise and practice and apply this knowledge to help field organization's needs.

The ESR Specialist supports and promotes the usage of ESR (Enhanced Surgery Recovery) program at a clinical level. To know more about ESR please visit our website <http://www.edwards.com/therapies/enhanced-surgical-recovery>.

The position is based in Madrid (Spain).

Major Job Functions:

Through a dedicated Individual Development & Training Plan, by the end of the apprenticeship the person will be able to perform the following tasks:

- Promote, maintain and develop ESR business in sales area by interacting and developing strong relationship with users.
 - Contribution in achieving goals as defined in Division annual Plan, through expanding business with existing customers and identifying new business opportunities
 - Expert Client Consultant in the use of ESR program:
 - ✓ Promote Live case observation cases in the operating room to expand number of users
 - ✓ Support sales rep on the preparation of Courses, Workshops and conferences related to ESR.
 - ✓ Training to nurses on ESR products
 - ✓ Collection and distribution of related bibliography hemodynamic monitoring techniques.
 - Support sales network to expand the business deploying and implementing marketing strategies defined by Marketing Europe
 - Monitoring and cooperation in clinical trials and marketing studies, conducted in collaboration with Hospitals and Clinics.
 - Manage introduction of new hemodynamic Platform and identify new opportunities:
 - ✓ Observe marketing environment and execute the Edwards product launch strategy
 - ✓ Identify new customers like anesthesiologists and surgeons to introduce the concept and the benefit of EW products
 - ✓ Introduce ESR Systems and build a strong clinical relationship to start the business
 - Analysis assignment monitors profitability Units Monitor hospital.
 - Support on the organization of regular workshops, presentations, symposia and training on his/her portfolio for anesthesiologists, nurses and surgeons, and attend to sales meetings, national and International Congress.
 - Perform Analysis and Market Research: market potential, competitive positioning, price competitive products, services, etc. in cooperation with the Critical Care sales group:
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- ✓ Monitoring the evolution of sales and in collaboration with the BUM,
 - ✓ definition and follow up of the Action Plans
 - Assist with product recalls- hospital and courier liaison.
 - Assist in Customer service project as required (i.e. level of service survey etc)
 - Assist to Technical Service department to manage and update installed base.
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Required Education/Skills/Experience:

- Scientific and clinical background
- Good understanding and knowledge of natural sciences, biology and medicine
- Selling skill in concept and clinically proven evidence
- Able to interact and talk on scientific matters at physician level
- Self-direction and time management
- Teaching skills
- Good communication and Building relationship skills
- Fast learner
- Able to work and interact in a quite complex matrix environment at local and European level
- PC Literate: Very good knowledge in Excel, Word, power point and Outlook
- Spanish mother tongue, Fluent in English
- Must be based in Madrid area
- Strengths: Accountability, Results-orientation, Teamwork, High integrity, Desire to make a difference, Problem solving

Supervision Received: *Describe the incumbent(s) freedom to act. Indicate how assignments are delivered and the decision-making range and latitude which is delegated to this role. Controls may be supervisory or built into the work process itself in the form of rules and procedures. Please check the boxes for statements which most clearly describe this position.*

- Guided by specific departmental policies/procedures
 - Close and continuing supervision
 - Supervisor reviews progress and results for thoroughness
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Interested students must send their CV to: antonio_macias@edwards.com

Before 28/02/2019

