



Vice President, Wound Commercialization

By using its proprietary technology to reverse engineer the structure of native tissue, Acera Surgical, Inc. is developing a portfolio of fully synthetic surgical materials that act as resorbable, nano-scale scaffolds for tissue regeneration. We are looking for team members who are as excited as we are about growing our business. Whether you are looking for a refreshing change from a large corporate setting or just love new challenges, Acera offers an exciting, flexible and dynamic work environment.

Position Summary:

As Acera Surgical evolves from a start-up research and development organization to a commercialization entity, the company is seeking to attract a key member of its team to be **Vice President, Wound Commercialization**, who will provide the leadership, strategic vision, and functional expertise required to lead the Company to successful launch and commercialization of the company's Advanced Wound Repair product portfolio.

This executive must have demonstrated expertise in both strategy *and* execution of commercial operations, including marketing, market access, reimbursement strategy, sales/distribution management, commercial analytics, forecasting, new product planning, and portfolio strategy.

We are seeking an experienced, credible, and dynamic leader who will thrive within a growing, entrepreneurial, high-performance culture. This leader will have demonstrated success in planning and launching products and will be bright, eager, and have a strong results orientation.

Essential Functions:

- Lead the commercialization strategy development, launch and execution for Acera's advanced wound care business
 - Lead all commercial launch preparation activities including brand strategy, product positioning and messaging, pricing and market access strategy, sales force strategy and resource planning.
 - Lead, manage and develop a best-in-class, high-performance commercialization team (including outsourced networks) and related support functions.
 - Effectively make decisions given tradeoffs between claims and risk/cost/time to market
- Ensure the management of all financial aspects of the Advanced Wound commercialization, including budgeting, forecasting, long-range planning and overall management and accountability of the product P&L.
- Provide commercial analysis and direction for the development and management of the product portfolio, including claims expansion, as part of a cross functional team
- Support Quality Management processes and ensure compliance with legal, regulatory and company standards.
- Maintain strong relations with key opinion leaders and leaders of important policy initiatives.

Preferred Skills and Experience:

- Committed to the values of integrity, accountability, transparency, scientific rigor and drive.
- Demonstrated achievement as a commercial leader with 7+ years of experience within the advanced wound care market, including new product planning/launch, marketing, market analysis, internal/external sales leadership experience
 - Extensive experience with developing and executing commercialization strategies

and tactics, field leadership, market research and analysis and business forecasting within wound care.

- A strategic/analytical and results-driven thinker with the ability to plan, lead and deliver results
- Ability to work effectively in a fast-moving dynamic small company environment, including
 - Able to make wise decisions in a timely manner despite ambiguity.
 - Resourceful and creative problem solver who will “roll up his/her sleeves” to get the job done.
 - Communicate clearly and directly; appropriately share information proactively, openly and collaboratively
- Extensive knowledge of commercial compliance and all laws and regulations that govern promotional and non-promotional activities.

Preferred Education:

- BS / BA in business, management or science.
- Graduate degree (MBA) and / or equivalent experience and education in strategic leadership and business preferred.

Additional:

- Current US work authorization required.
- Able to travel domestically and internationally.