



**HEPQuant**  
Transforming  
Liver Health

8110 E. Union Ave, Suite 750 Denver, CO 80237  
(303) 923-2242 • www.HepQuant.com

# Job Description: Sales Director

HepQuant is a clinical laboratory start-up with headquarters in Denver and a CLIA lab in Aurora, Colorado. We are preparing to launch our first Laboratory Developed Test (LDT) to the US market. HepQuant develops non-invasive, quantitative tests that measure liver health. The HepQuant DuO Test is a Laboratory Developed Test (LDT) that enables healthcare providers to manage patients with liver diseases more effectively. It delivers information about liver cell function and portal-systemic shunting, attributes of liver disease that are associated with clinical outcomes. Results may be used by a physician in conjunction with clinical evaluation and other tests to aid in the decision to proceed with or defer invasive procedures, to monitor treatment response, or to predict disease progression and adverse outcomes, such as ascites, encephalopathy and variceal bleeding.

## Job Duties

HepQuant is searching for a sales leader who will initially take on a frontline selling role, then recruit, hire and develop the US sales team. The sales leader and the team will call on hepatologists initially to sell the HepQuant DuO Test. Primary responsibility is to manage the sales team to develop, maintain, and expand business opportunities among assigned large accounts, Integrated Delivery Networks (IDNs) and / or complex clients in a region. This position will be instrumental in developing a sales strategy to help achieve the sales and profitability targets for HepQuant. This is a Road Warrior job, with travel requirements estimated at 75%.

## Responsibilities

This position reports to the Chief Commercial Officer.

- Serve as frontline sales executive for pilot phase of launch and rollout. The call point is hepatologists.
- Recruit, hire, train US Sales Team.
- Work with the Sales Team to meet/exceed annual Sales and Gross Profit growth goals.
- Support the Clinical Account Managers with problem solving skills and solution development.
- Travel with Clinical Account Managers on a regular basis to provide training and drive corporate initiatives with customers.
- Coordinate needs and perform opportunity assessments across all territories to drive business growth and increase market-share.
- Establish productive, professional relationships with key decision-makers and influencers at multiple levels with targeted customers including physician leaders, C-suite within IDNs, practice managers, RNs/MAs/phlebotomists for staff training and technical buyers.
- Help manageSalesForce.com funnel for the account targets and move opportunities successfully through the pipeline.
- Provide timely reports on all field sales activity, market events or changes that affect business, market research and customer information to maximize sales and marketing opportunities.
- Manage expense budget within guidelines to ensure return on investment.
- Negotiate multi-site contracts with large dollar customers.
- Attend quarterly sales meetings to share best practices.
- Prepare annual sales and gross margin forecasts and monitor performance to plan throughout the year.
- Perform other duties, as assigned.

## Qualifications

**Education:** Bachelor's degree with a life science concentration. MBA is a plus.

## Skills and experience

- 5 - 10 years of sales and sales management experience in the diagnostics industry. Preferred Experience working for a specialty lab that offers LDTs.
- Experience with physician sales, hospital sales, and/or national accounts preferred.
- Excellent interpersonal and problem-solving skills.
- Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the sales team.
- Strong desire to serve customers (internal and external) by going the extra mile.
- Supervisor Responsibilities: This position will recruit, hire and develop the US field sales team.
- Strategic thinking skills and ability to translate strategies into executable tactical action plans.
- Ability to utilize superior HepQuant and competitive product knowledge, job knowledge and understanding of the industry to close business.
- Knowledge of reimbursement in states across the region and capacity to implement strategies based on that knowledge.
- Demonstrated ability to successfully manage a favorable ROI on programs and expense budgets.
- Ability to analyze financial data and generate logical strategies and plans based on analysis.
- Strong presentation and negotiation skills.
- Solid communication skills – written and verbal.
- Ability to work autonomously and promote and facilitate a team effort to drive system closes.
- Ability to think strategically and bring a high level of creativity to the organization.
- Ability to uphold and support individual and company values.
- High degree of ethics and professionalism while interacting with customers, vendors, and co-workers.
- Strong MS Office (Word, Excel, PowerPoint) skills required. Experience with a CRM system is required (SalesForce.com preferred).

## Key Attributes

- Drive and determination
- Ability to work in a fast-paced and dynamic environment.
- A positive attitude demonstrated during company functions and public events to encourage team camaraderie and enthusiasm for growth in market share and revenue.
- Self-starter
  - Driven to perform.
  - Self-directed: needs little explicit direction and no hand holding
  - Able to organize, prioritize, and delegate tasks to efficiently move projects forward.

## Work Environment & Physical Demands

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of this job.

The employee must occasionally lift and/or move up to 25 pounds (lifting boxes, files, etc.) Specific vision abilities required by this job include close vision, color differentiation, distance vision, peripheral vision, depth perception and ability to adjust focus. While performing the duties of this job, the employee is required to sit, stand, walk, talk and hear.

**FSLA:** Salaried Non-Exempt  
**Status:** Full-Time  
**Location:** Denver, CO- onsite  
**Travel:** Position will require approximately 75% travel via airplane, car, and overnight stays.  
**Salary:** Disclosure as required by Colorado law, the annual salary range for this position is \$125,000 to \$150,000 plus commission/bonus. The actual compensation may vary based on work experience, education and skill level. The salary range is HepQuant's good faith belief at the time of this posting.

## Benefits

Medical, Dental, Vision, Short and Long-Term Disability and AD&D, Life Insurance, 401(k) with company match, profit sharing program.

## Apply

Send Your Resume & Cover Letter to [lisa.goggin@hepquant.com](mailto:lisa.goggin@hepquant.com). No phone calls, please. Note: no third-party recruiters will be enlisted for this search.

*HepQuant is committed to equal opportunity in the terms and conditions of employment for all employees and job applicants without regard to race, color, religion, sex, sexual orientation, age, gender identity or gender expression, national origin, disability, or veteran status.*

*HepQuant complies with all applicable national, state, and local laws governing nondiscrimination in employment as well as employment eligibility verification requirements of the Immigration and Nationality Act. All applicants must have authorization to work for HepQuant in the U.S.*