

Expert in water hygiene, our client specialises in the manufacture of anti-Legionella and all-germ point-of-use filters for healthcare facilities. The company is market leader in France and is now looking to gain market share in the UK by recruiting a **French speaking Country Manager for UK and Ireland**. The role of the Country Manager is strategic but also operational as you will be expected to develop a region alongside the Area Sales Managers that you will recruit. Our client is looking for candidates with an established network with the NHS and other private health care providers. You will report to the International Business Director based in France.

#### **ROLE of the Country Manager:**

- Setting up the company in the UK
- Recruiting Area Sales Managers
- Generating and executing sales plans and strategies to sell the products ranges to meet territory revenue goals.
- Taking part in regional healthcare conferences/exhibitions, state departments of health, building relationships and educating the market on our client's products.
- Working closely with strategic prospective customers
- Building strong relationships with Key Opinion Leaders and consultants.
- Building relationships with NHS decision makers
- Working with hospitals and regional hospital systems (NHS Trusts) to gain opportunities, evaluations, sales and contracts for long term sales.
- Managing customers and key opinion leaders' database
- Setting the qualitative and quantitative objectives and following up on the activity and the performance indicators (KPI's) of the team.
- Coaching and supporting the Sales team, organizing meetings on regular basis
- Checking weekly activity reports of the BDM's, in order to analyse their CIO results
- Create a pioneer, innovative and a strong team spirit
- Validating weekly expenses of the sales team
- Supervising and managing the annual holidays of the sales team
- Reporting to Head Office

#### **PROFILE:**

- Fluent French and English with strong communication skills
- Ideally educated to degree level in business related studies
- Strong knowledge of the UK health system and an existing NHS or private healthcare network
- Previous experience in management, including mentoring, coaching and showing strong leadership
- Strong business development experience including negotiating and ideally preparing tenders
- Driving licence and holding a passport as there will be travels to France

#### **SALARY & BENEFITS**

- Between £80k and £88k/y negotiable according to experience + bonus based on KPIs
- Company car
- Private health care