

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. **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 £90k/y negotiable according to experience + bonus based on KPIs
- Company car
- Private health care