



875 Mahler Road, Ste. 168  
Burlingame, CA, 94010  
+1 415-890-3961  
www.calahealth.com

## Job Description: Market Development Manager - Florida

Cala Health, Inc.

### About Cala Health

Cala Health is a bioelectronic medicine company transforming the standard of care for chronic disease. The company's wearable neuromodulation therapies merge innovations in neuroscience and technology to deliver individualized peripheral nerve stimulation, and its vertically integrated commercial model is reshaping the delivery of prescription therapies. Cala Health's lead product, Cala Trio™, is the only non-invasive prescription therapy for essential tremor. New therapies are under development in neurology, cardiology, and psychiatry. Cala Health is headquartered in the San Francisco Bay Area and backed by leading investors in both healthcare and technology. For more information, visit [CalaHealth.com](http://CalaHealth.com).

### The Opportunity

Cala Health is seeking a Market Development Manager (MDM) based in Florida to join our growing team. The MDM is the regional business owner for Florida and a key individual in the successful launch and growth of Cala Trio therapy and Cala Health. This individual will be responsible for increasing awareness of and growing clinician adoption and prescription-writing for the novel Cala Trio therapy and will partner directly with HCPs and their practices. Targeted HCPs include Movement Disorder Specialists, Neurologists, and Occupational Therapists working with patients diagnosed with essential hand tremor.

Specific Responsibilities also include

- Develop deep understanding of the customer's business needs and patient flow in their practice/clinic.
- Determine key MDs in target geography that can drive regional business for Cala Trio therapy.
- Proactively develop and maintain relationships with target physicians and other HCP personnel at key accounts.
- Develop and maintain relationships with influential customers in the region (e.g. high prescribers and thought leaders) to enhance company and therapy advocacy. Continually nurture the HCP/clinic relationship; identify opportunities for HCP education, patient education, program opportunities.
- Onboard new HCP target customers.
- Drive prescriptions of Cala Trio therapy by educating and promoting the value proposition of Cala Trio therapy.
- Develop a regional business plan to identify, establish consultative partnerships and influence prescribing habits of target HCPs to achieve sales goals and objectives.
- Occasionally interact with patients in local and regional support groups and meetings.

CONFIDENTIAL

FRM-5000-3 Rev E

- Track call activity daily, weekly and monthly and performance measurements against assigned goals and expectations to inform future customer/market development activities.
- Regularly provide market insights and key learnings to management and internal stakeholders.
- Gather and communicate inputs regarding market trends, HCP satisfaction, competition, opportunities and product experiences.
- Complete all administrative duties in a timely fashion and work within the specified budget.
- Support company goals and objectives, policies and procedures, Good Manufacturing Practices, and FDA regulations.
- Due to the pandemic, all activities at present are virtual with no travel. However, once the pandemic subsides at some point in the future, this position will require the ability to travel up to 40-60%.

### Desired Skills and Experience

We are looking for a driven individual with strong leadership and communication skills, who is experienced, a self-starter, results-oriented and has entrepreneurial passion to develop a new market in a dynamic, fast-paced startup environment that is positively impacting patient lives, exemplified by:

- Bachelor's degree.
- 3 years+ medical device or therapy field sales history with experience with neuromodulation, movement disorder specialists, and neurologists.
- Business and medical level fluency in Spanish preferred.
- Consultative market development and field sales experience in consumer-facing medical device or medical therapy.
- Success in previous employment indicated by exceeding sales targets.
- Successful, relevant, and recent launch experience.
- Experience with promoting and educating the market on new medical technology in early-stage device/therapy organizations, and/or clinical experience (OT, PT, RN) also preferred.

Cala Health believes our success is based on diversity of people, teams and thinking. We offer all employees the tools, training and mentoring they need to succeed. Our selection process is driven by the key requirements for the role rather than bias or discrimination on the basis of a candidate's sex, gender identity, age, marital status, veteran status, non-job-related disability/handicap or medical condition, family status, sexual orientation, religion, color, ethnicity, race or any other legally protected classification.

If you or someone you know might be interested in this position, please submit a resume & an introductory email to [careers@CalaHealth.com](mailto:careers@CalaHealth.com).

