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## Job Description: Territory Manager – New York 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

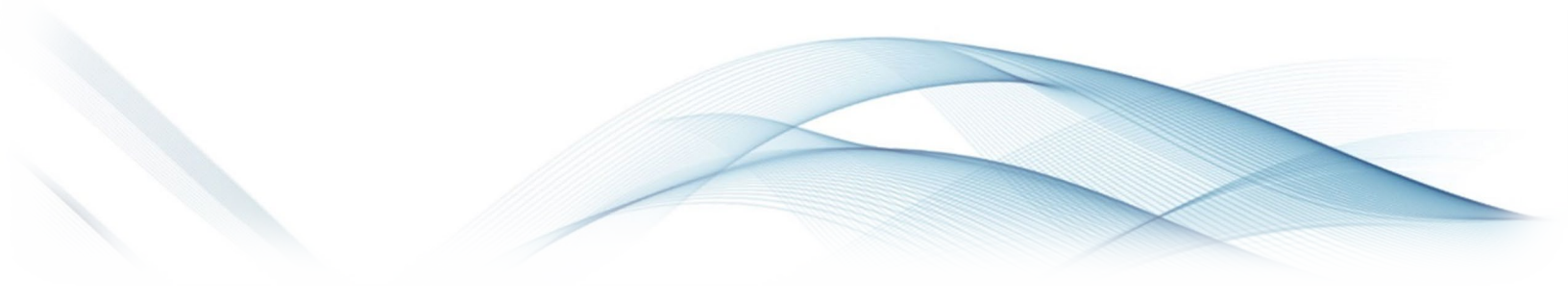
Cala Health is seeking a Territory Manager (TM) based in New York to join our rapidly growing commercial team. The TM is the regional business owner and will provide support for adjacent states as needed. The TM will be a key contributor in the successful growth of the Cala Trio therapy and Cala Health. This leader will be responsible for growing clinician adoption and prescription-writing for the novel Cala Trio therapy. Targeted HCPs (Healthcare Professional) include Movement Disorder Specialists, Neurologists, and Occupational Therapists working with patients diagnosed with essential hand tremor. Additionally, this leader will support our market access initiatives by identifying and developing physician champions to influence new payer coverage.

#### Specific Responsibilities also include

- Invest in understanding the needs and pain points of key stakeholders (e.g., Physicians, Staff, Administrators, etc.) to inform and create a strategic account plan that will support meeting and exceeding the sales goals and objectives.
- Drive new prescribers and prescription growth of Cala Trio therapy by educating and promoting the value proposition of Cala Trio therapy
- Develop a pipeline of sales opportunities within assigned territory and execute on those opportunities.
- Track sales activity daily, weekly, and monthly and performance measurements against assigned goals and expectations to inform ways to improve sales productivity over time
- Develop deep understanding of the customer's business needs and patient flow in their practice/clinic
- Partner with Payer Relations Directors and cultivate physician champions to help facilitate gaining market access among key regional payers
- Determine KOLs (key opinion leaders) in assigned territory to drive regional business growth for Cala Trio therapy
- Onboard new HCP target customers and proactively develop and maintain relationships with target physicians and other HCP personnel at key accounts

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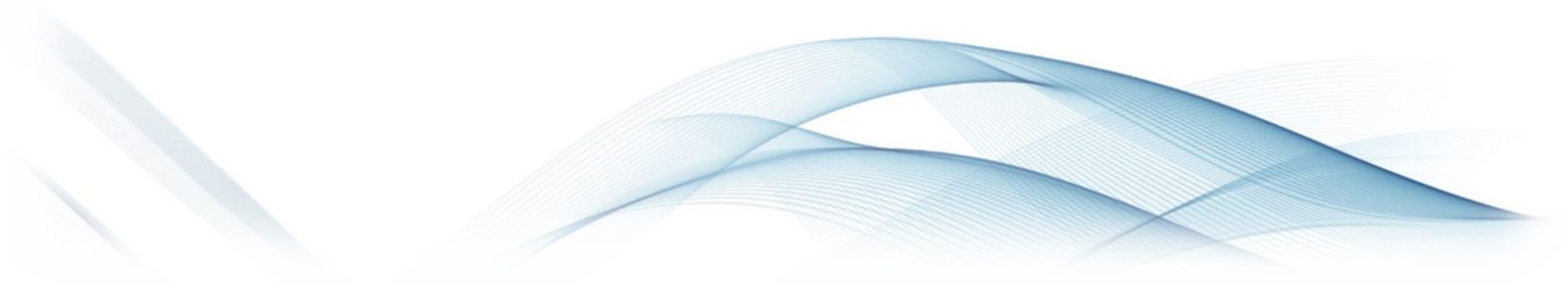
- Develop and maintain relationships with influential customers in the region (e.g., high prescribers and thought leaders) to enhance company and therapy advocacy.
- Regularly provide market insights and key learnings to management and internal stakeholders
- Gather and communicate inputs regarding market trends, HCP satisfaction, competition, opportunities, and product experiences
- Occasionally interact with patients in local and regional support groups and meetings.
- As the “owner” of the customer relationship, work collaboratively with cross functional leaders to ensure Cala delivers a consistent and reliable experience to both HCP’s and Patients
- Support company goals and objectives, policies and procedures, Good Manufacturing Practices, and FDA regulations.
- This position may require the ability to travel up to 40%.

### Desired Skills and Experience

A dynamic leader, networker and influencer, a strong communicator with both internal and external stakeholders. We are looking for a sales driven individual who is a self-starter, results-oriented and has entrepreneurial passion to drive sales growth in a dynamic, fast-paced startup environment that is positively impacting patient lives. You are a “builder” who thrives in ambiguous and fast paced environments. You lead with humility, curiosity and above all trust.

- Track record of success in driving system-wide adoption of disruptive healthcare therapies across ambulatory settings (Neurology call point and neuromodulation familiarity preferred)
- Ability to cultivate physician champions and KOL to accelerate market access and regional adoption
- Demonstrated success developing and executing a strategic sales plan
- Strong analytical, communication, interpersonal skills; very adaptive, innovative, and results driven
- Strong work ethic and customer/patient focus are required
- Experience in early-stage device/therapy organizations
- Experience working with the Veterans Administration
- Strong track record meeting and exceeding sales quotas
- Credibility with operating in context of a value-based care setting
- Clinical experience (OT, PT, RN) a plus
- Experience with Salesforce.com preferred
- Must have a Bachelor's degree and a minimum of 5 years related sales experience; with at least 3 years in medical device sales.

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).

