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Job Description: Vice President, Sales Cala Health, Inc.

About Cala Health

Cala Health Inc., an award-winning bioelectronic medicine company headquartered in the San Francisco Bay area, is transforming the standard of care for chronic disease. The company's wearable neuromodulation therapies utilize electricity as medicine, merging innovations in neuroscience and technology to deliver individualized peripheral nerve stimulation, while its vertically integrated commercial model is transforming the delivery of prescription therapies. Cala Health's lead product, Cala Trio™, is the only non-invasive, wrist-worn prescription therapy currently available for essential tremor. Cala Health has new therapies under development in neurology, cardiology, and mental health, and is backed by leading investors in both healthcare and technology. For more information, visit CalaHealth.com.

Our DNA

We're here to empower people to experience greater control over their chronic conditions and more freedom in their daily lives. Our science-first approach and rapid yet rigorous clinical development means we seek excellence in everything we do for customers and our teammates. Inspired by our work, and the talented team members who work with us, we're united in our collective goal to bring about improved, lasting patient outcomes. Join us in building a better future.

The Opportunity

US Vice President of Sales will have the unique opportunity to develop the sales strategy, build out a sales team and lead a group of Territory Managers for the Company. Reporting to the Chief Commercial Officer, the VP of Sales is responsible for designing and executing a US wide sale strategy, introducing Cala Health's novel breakthrough technology, the Cala Trio, to Neurology HCPs and achieving the business' aggressive growth objectives. The VP will design and develop Cala's first team of Territory Managers across the US. The VP will ensure the commercial organization will penetrate key US markets; develop and service the HCPs through these high performing Territory Managers. The VP will work with the CCO to set the vision, build out the sales operations and training to optimizes sales productivity and develop the appropriate skills throughout the commercial organization, starting with the new sales team.

Specific Responsibilities include:

Build and lead Cala Health's first sales organization and target HCPs including Movement Disorder Neurologists, General Neurologists, and Occupational Therapists working with patients diagnosed with essential hand tremor in major markets across the US.

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- Partner with the CCO and internal stakeholders to build a culture that supports Patient Centeredness, Trust, Bold Innovation and Collaboration.
- Bring strong, visionary, sales, sales management leadership while providing continuous insight and recommendations to the CCO
- Partner with CCO to develop and execute a strategic operating plan for the sales organization.
- Develop an overall plan to recruit, hire, motivate, and retain talent across the sales force capable of meeting/exceeding forecasted objectives.
- Ensure that the team has the direction, information, resources, and support to successfully execute in the field and continuously increase sales productivity.
- Evaluate and monitor compensation/commission plan for sales team to ensure that pay is aligned with performance
- Work closely with the CCO and CFO to forecast projected market potential and quarterly sales growth
- Actively work with Territory Managers to identify and nurture Physician Champions to integrate into our Payer Relations activities to increase number of covered lives
- Develop and maintain relationships with key opinion leaders in the movement disorder space across the US.
- Attend critical industry meetings and participating in key sales presentations with your team members and Payer Relations team.
- Lead sales team and build a pipeline of new customers by leveraging tools that increase the efficiency of product adoption
- Inspire and motivate the organization by building engagement and trust across the team.
- Build a performance management program that recognizes the sales team's core competencies and provide opportunities for learning and development as needed.
- Align cross-functional stakeholders through an approach that will enhance prospecting, marketing, and adoption of The Cala Trio across the US.
- Ensure that the sales team is focused on customer service and customer satisfaction providing a competitive advantage for the Company.

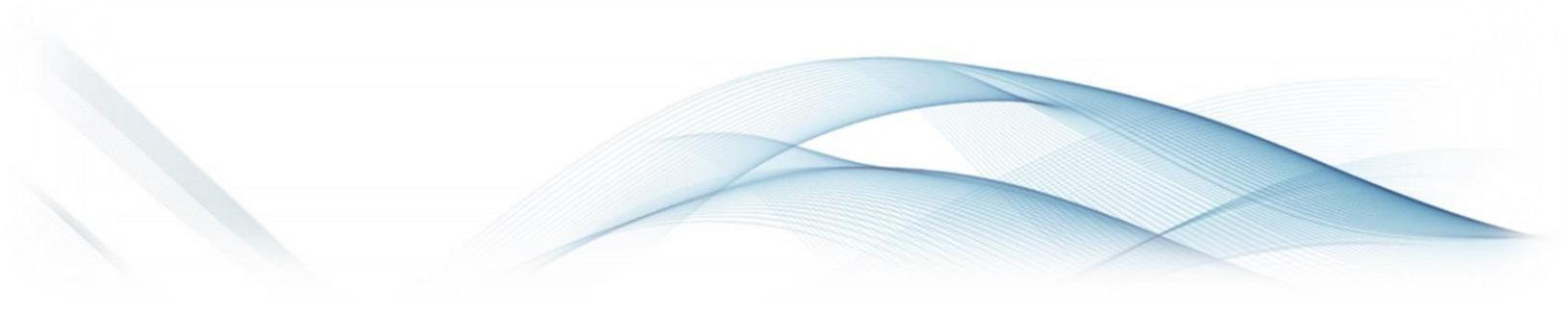
Desired Skills and Experience

We are looking for a Vice President to support Sales in a dynamic, fast-paced startup environment, exemplified by:

- Demonstrated Strong leadership and management skills with 5+ years VP level experience, preferably in a startup environment with breakthrough healthcare technology (understanding/experience in DME market a plus)
- A track record of building and leading successful sales teams across the US.
- Demonstrated experience designing and executing a strategic operating plan that delivers the best outcomes for the company.

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- Experience driving results that over-perform against key performance benchmarks within the industry and a track record growing and transforming teams.
- Agile learner who proactively seeks to understand the market, customers and competitors and adapts the overall sales strategy and operations to maximize productivity
- Demonstrated ability to set goals with clearly developed plans and follow through by holding people accountable for results.
- Demonstrated Business and Clinical acumen across the Digital Health industry, neurology a plus.
- Experience successfully interacting and influencing at the senior leadership level, with the ability to collaborate across multiple stakeholders with competing priorities.
- Strong verbal and written communication skills, including demonstrated presentation skills at the executive level, active listening, build trust and aligning priorities with other leaders across the organization
- Excellent organizational skills.
- Bachelor's degree required; Master's degree preferred.
- An ability to travel up to 40%, dependent upon location and demands of the business

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.