	EMEA	Record-ID
	Job description

Job Title: EUS Clinical Applications Specialist EMEA	Reports To: Director, Endoscopic Ultrasound, Global/EMEA
Function: Product Marketing	Department: EMEA
FLSA Status (for US only)	Category: Individual Contributor
Location: Europe	Travel: up to 75%
Prepared By: HR	Approved Date:


Summary: The position of the EUS Clinical Applications Specialist (CAS) is part of the EMEA Product Marketing Team and reports to the Director, Endoscopic Ultrasound, Global/EMEA. The CAS is responsible for providing ultrasound expertise, clinical application knowledge and product support to facilitate sales and marketing efforts in the commercialization and sale of Endoscopic Ultrasound (EUS) products.

Main Responsibilities/Main Tasks

- Provide clinical application and product support in the field of Endoscopic Ultrasound (EUS) during marketing and sales processes
- Develop and deliver external (clinical professionals) and internal (sales teams) clinical application and product training
- Carry out product demonstrations and provide clinical applications support for EUS products at defined accounts, specifically to support key opinion leaders (KOLs), experts and advocates
- Keep up to date with ultrasound and endoscope product knowledge to maximize customer demonstration success and be able to provide effective advice on product performance, customize equipment to user needs
- Establish and maintain strong relationships with KOLs and key customers
- Lead in organizing and supporting live demonstrations during national and international congresses and training courses
- Support sales teams during national and international scientific congresses and exhibitions by performing product demonstration and customer training
- Provide regular input about product performance, competitors’ products and strategies, customer feedback, market trends and sales arguments

Qualifications

- Education
 - Must be qualified Medical Ultrasound Sonographer (or equivalent) with several years of ultrasound experience
 - Bachelor’s degree in Science, Business or related field preferred
- Skills and Expertise
 - Should have prior experience as working as Clinical Applications Specialist in an ultrasound company or recent experience of working in a clinical department
 - Experience of teaching in a clinical setting and confidence to present to groups of people
 - Self motivated and able to work independently with a focus on achieving the

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objectives for the business

- Communication skills for regular information transfer and cross-functional teamwork in the organization
- Flexibility regarding extensive travel up to 75% across EMEA
- English and French language skills on professional level

PENTAX Medical Competencies

Performance Driven

The ability to deliver business results and solutions that keep the focus on driving customer value. The willingness to assume personal ownership and accountability

Sense of Urgency

The ability to proactively sense and take action on problems and opportunities. The willingness to act quickly. Embraces change as a means to turn challenges into opportunities.

Collaboration

The ability to work well across functions and locations and to build effective teams.

Communication

The ability to communicate well at all levels. Self-confidence to lead by example and listen to diverse views. Instills a culture of open and transparent communication.

Inter-/personal Savvy

The ability to build trust and to understand how own behavior impacts others. The willingness to learn from others.

Place, Date