

EMEA	Record-ID
Job description	

Job Title: EUS Clinical Applications	Reports To: Director, Endoscopic
Specialist EMEA	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:

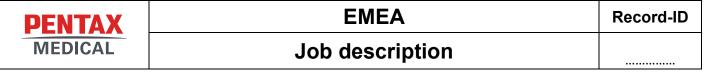
**Summary:** The position of the EUS Clinical Applications Specialist (CAS) is part of the EMEA Product Marketing Team and reports to the Director, Endoscopic Ultrasound, Global/EMEA. The CAS is responsible for providing ultrasound expertise, clinical application knowledge and product support to facilitate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



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