

VACANCY

GENERAL MANAGER

Reporting to the Chief Commercial Officer (HSAG) the General Manager's main job purpose will be:

To lead HS-UK's sales and marketing organisation, driving profitable revenue growth, market expansion, customer engagement and commercial excellence across the UK business.

To develop and execute joined-up sales, marketing and business development plans that deliver agreed sales, profitability and EBIT targets.

To build strong customer, key opinion leader, supplier and internal stakeholder relationships that support growth, brand awareness and market share development.

To ensure appropriate commercial governance, reporting, cost management and compliance with quality, legal, financial and statutory requirements.

The key responsibilities and tasks for this role include:

1. Sales Leadership and Revenue Delivery

- Own delivery of HS-UK sales, profitability and EBIT targets.
- Set and execute sales plans by customer segment, product group and strategic account.
- Drive pipeline quality, forecast accuracy, conversion rates and account development.
- Lead sales activity to grow revenue, market share and customer penetration.
- Oversee negotiation and closure of high-value commercial opportunities.

2. Marketing Strategy and Brand Development

- Define and deliver marketing plans that directly support commercial priorities.
- Strengthen brand awareness, customer engagement and market education.
- Align campaigns, messaging and sales enablement tools with sales objectives.
- Lead commercial readiness for new product introductions, including positioning, launch planning and customer communication.

3. Business Development and Market Expansion

- Identify and convert growth opportunities in target markets and customer segments.
- Develop opportunities linked to NHS frameworks and relevant procurement channels.
- Use market, competitor and customer insights to guide pricing, positioning and portfolio priorities.
- Shape short-, medium- and long-term commercial plans for sustainable growth.

4. Customer, KOL and Supplier Relationships

- Build senior relationships with key decision makers, KOLs, strategic customers, suppliers and influencers.
- Engage directly with customers and suppliers to develop opportunities and strengthen account relationships.
- Manage third-party device relationships and contracts to protect margin and strategic value.
- Work with Service to improve customer satisfaction, retention and long-term account growth.

5. Sales and Marketing Team Leadership

- Lead, coach and develop the sales, customer service and marketing teams to deliver commercial targets.

- Set clear priorities, expectations and performance standards for direct reports.
- Build a positive, accountable and performance-oriented team culture.
- Ensure disciplined CRM use, accurate pipeline data and high-quality customer activity records.

6. Commercial Performance, Reporting and Budget Management

- Contribute to budget planning and set clear sales, profit and investment priorities.
- Manage commercial spend to ensure strong return on sales and marketing investment.
- Report performance against sales, profit, activity, forecast and pipeline KPIs.
- Provide timely Group reporting on commercial performance, risks, opportunities and corrective actions.

7. Cross-Functional Collaboration and Compliance

- Coordinate with HS functions and the Management Team to deliver agreed commercial objectives.
- Ensure sales and marketing activities operate within quality, legal, financial and statutory requirements.
- Promote compliance with the Quality Management System and Health and Safety Policy.
- Undertake reasonable additional duties required to fulfil the role.

You will need a:

- Minimum of 10 years' experience in sales and marketing, including at least 5 years in a leadership role within the medical device sector.
- Proven track record of delivering profitable revenue growth, developing new business opportunities and consistently meeting or exceeding sales targets.
- Strong understanding of sales management principles, processes and best practices, with demonstrated success in leading sales performance.
- Sound knowledge of marketing principles, including brand positioning, customer engagement, market education, campaign execution and sales enablement.
- Proven ability to align sales and marketing activities to maximise commercial effectiveness and business impact.
- Demonstrated success in building strong relationships with key opinion leaders, senior decision makers, strategic customers and relevant external stakeholders.
- Strong commercial acumen, including understanding of pricing, margin management, forecasting, pipeline management and budget discipline.
- Experience in leading, coaching and developing high-performing teams across remote, field-based and office-based working environments.
- Self-motivated, organised and able to manage multiple priorities in a fast-paced commercial environment.
- Proactive and growth-oriented, with initiative, resilience, enthusiasm and a positive approach.
- Confident and professional communicator and presenter, able to engage effectively with audiences at all levels, both internally and externally.
- Degree-level education or equivalent professional experience (including strategic selling and negotiation skills).

A full job description is available on request.

Interested? Apply in writing to the Haag-Streit UK Human Resources Department by emailing kennedy.reed@haag-streit.com.