



POSITION DESCRIPTION

Position Title: Director Professional Services – North America

Supervisor: Vice President Marketing

Original Issue Date: December 2011

PURPOSE OF POSITION: Manages and conducts TearScience’s professional services relationship with customers. Develops and oversees professional programs that include peer influence and training of physicians, staff, and company personnel, education and dissemination of scientific concepts and best clinical practices in the use of Company’s diagnostic and treatment products. Position will be hands-on and intimately involved with Chief Technology Officer, scientific and medical advisors, R&D, clinical research, customers and key influencers in support of the marketing and field sales team goals and objectives. Scope will include the ability to provide strategic direction, and tactical implementation of clinical and scientific concepts by the following duties in support of TearScience’s business goals and objectives.

MAJOR DUTIES AND RESPONSIBILITIES:

- Become an evaporative dry eye clinical expert in support of TearScience products, professional and clinical messages and lead practice implementation of patient care.
- Lead development and growth of national, international and regional Key Opinion Leaders and Market Makers in ophthalmic practice.
- Foster and maintain professional relationships with key physicians, physician staff, scientific and medical advisors and co-workers.
- Develop and implement professional education programs including peer reviewed literature, trade publications, podium presentations and inter-practice best practices modeling.
- Coordinate with sales and marketing and Director Physician Training for methods and materials to educate physicians and staff on clinical science (e.g., meibomian gland dysfunction), product clinical techniques (e.g., evaluation of evaporative dry eye), and use of Company’s products.
- Provide expertise to customers on issues related to clinical applications of Company’s marketed products.
- Responsible for education and clinical applications of new products and materials to address questions, requests for information and complaints from customers related to Company products.
- Responsible for providing ongoing clinical development support to the sales team and ensuring the availability of tools necessary to implement best practice development initiatives that ultimately lead to successful diagnostic and private pay/elective patient selection, treatment and post procedure management in customer practices.



- Routinely make presentations and updates to TearScience management, marketing and sales team regarding customer clinical implementation conditions, issues and needs.
- Responsible for developing and conducting training of customer and customer staff and problem solving for the Company's products and procedures as directed by Vice President and sales team in support of the Company's plans and objectives.
- Significant travel ($\geq 35\%$) expected in North America, with occasional international travel expected with preferred position location on-site at TearScience, however it is expected that individual will be on-site at least two weeks per quarter.

DESIRED QUALIFICATIONS & EXPERTISE:

- Ability to build relationships with excellent analytical, problem solving, and communication skills to provide direction, exercise good judgment, problem solve, work well in cross-functional teams with minimal supervision
- High level of integrity, confidentiality and discretion in order to protect sensitive customer information and business relationships at key accounts.
- Previous experience at designing and implementing successful professional services programs and initiatives.
- Hands-on interaction with physicians in the treatment of ophthalmic medical conditions and utilization of ophthalmic medical devices.
- Ophthalmic new product launch experience with venture backed company or small company experience.

EXPERIENCE REQUIREMENTS: Minimum four years experience in the ophthalmic field in clinical practice and/or medical device industry with direct experience in introducing new procedures and/or techniques in clinical practice. Demonstrated ability to develop relationships with physicians and their staff with knowledge of the inner workings of an ophthalmic practice.

EDUCATION REQUIREMENTS: OD degree preferred and will consider Bachelor Degree minimum with five years of COMT credential, DO or MD.