

Position Specification

January 2015 • Confidential



**Vice President, Sales**

**Redwood Shores, CA**

**POSITION TITLE:** Vice President, Sales

**LOCATION:** Company HQ in Redwood Shores, CA (Silicon Valley)

THE COMPANY: *Bina Technologies*

 *www.bina.com*

Bina is an emerging enterprise IT solutions and big data Analytics company with a hybrid solution (on-premises storage/computing and cloud storage/computing) for the life sciences genomics and healthcare sectors improving the efficiency, speed, and quality of genomics analysis by orders of magnitude.

The Bina Genomic Management System offers a complete optimized solution providing on premise and/or cloud based storage with the highest scalability and security today. In order to match high performance hardware and cloud storage with high performance software, the Bina Resource Manager was developed to ensure optimal efficiency such that all Bina Workflows fully exploit the maximum power offered. The Bina Workflows are a collection of bioinformatics algorithms that perform much of the compute-intensive analyses to deliver the fastest, most accurate genomics analysis possible today.

The Bina on-site Data Management and Genomics Platform allows you to store and analyze your genomics data locally, providing you with maximum security and privacy. A private cloud can also be established among multiple sites to facilitate data sharing within a private and secure environment. Finally the Internet-based Bina Portal allows you to operate your Bina Boxes as well as manage your Bina users from anywhere in the world.

Bina was originally created to provide advanced enabling algorithms/tools/applications to drive personalized medicine through life science advances such as next generation sequencing into the clinical setting. The speed and accuracy of its open source architecture with a hybrid platform providing flexibility between a scalable on premise adware/appliance and freedom to also utilize the cloud is making it an attractive and scalable back-end enterprise solution for IT departments in life science companies and healthcare provider institutions as well. The company is gaining strong traction in the market as they move from late adoption to commercial scale up phase.

In short, Bina is providing “scalable” hybrid IT solutions (back-end solutions as well as front-end tools/applications) for life science genomics and healthcare clients around data storage, analysis, transfer, quality, and interpretation, targeting the hottest area of innovation and growth in the sector. The translational research and clinical applications based on DNA Sequencing technologies has the potential to transform the practice of medicine and understanding of the disease. The Market is not ready and equipped to deal with the data and IT challenges that these new datasets introduce. Bina solution is filling the gap bridging several solution providers within the enterprise: IT, Science, and Clinicians with the application-aware IT and Data management platform.

The company is at an inflection point and the Chief Executive Officer and Board of Directors would like to identify a commercially oriented COO with a strong background in developing commercial processes for enterprise Software and IT solutions to partner with the CEO and Board to help lead the company through the next commercial stages of its development.”

Bina’s team includes data scientists, bioinformaticians, software developers, and high performance computing experts working in harmony in Redwood City, California.

Bina Technologies is backed by Sierra Ventures, AME Ventures, CNTP Ventures and Private Investors.

SCOPE AND RESPONSIBILITIES:

The Vice President of Sales will be the cornerstone of the commercial team. This role will be responsible for running all sales operations of the company as well as maintaining a visible external role with investors and the healthcare and life sciences community. The organization has enjoyed rapid growth since its inception and is searching for an individual to help transition and scale the business as it enters its next stage of development.

The VP of Sales will be a strategic commercial leader with analytical skills and savvy positioning and leading teams driving innovative enterprise software/data analytics/IT solutions for the bio pharma and healthcare sectors. He/she must be passionate about the business and operational excellence in order to take the organization to the next level.

A strong communicator, he/she must be hands-on, communicative, stress-resistant and a positive thinker. Possessing strong personal and people leadership skills in order to create people engagement and providing a framework for growth is of high importance.

Specific Responsibilities:

* Strategically assess and refine the build the structure of the US and OUS sales organization as the business grows.
* Develop and implement an aggressive consultative sales strategy for Bina’s customer base.
* Manage, guide and mentor the direct sales force ensuring that sales goals, incentive plans, and metrics are driven by and in tight alignment with Bina’s overall corporate goals. Drive consistent communication to the field.
* Partner with leaders in Marketing, Tech Support, R&D, Operations and Finance to facilitate customer feedback.
* Continuously monitor US product performance on a variety of metrics, including but not limited to accurate forecasting, product market share, unit growth, market size and penetration, pricing, competition, and optimization of channels.
* Display and practice a visible, open, and motivated leadership style throughout the organization ensuring that direct reports and employees understand the vision, values, and management style required to lead the company through its next growth phase.
* Continuously assess the field sales organization’s employee base and talent. Ensure key leaders are motivated, mentored and retained.
* Foster a culture of collaboration, accountability, and high-performance.

professional EXPERIENCE / qualifications:

The ideal candidate will have senior sales experience in a company that has successfully scaled commercial operations with an enterprise software/IT solutions entity. Experience in both a venture-backed start-up and a larger company is strongly preferred; work in other entrepreneurial or entrepreneurial environments may also prove relevant. Additional ideal qualifications would include:

* Executives with leadership experience and a high level of expertise within enterprise software, IT/Technology based solutions (Saas), and the healthcare and/or life sciences sectors are required.
* Commercial experience, particularly in the successful introduction and adoption of a novel technology
* A demonstrated history of developing and leading a growth oriented sales organization.
* Effective solution selling within the life sciences and/or healthcare sectors – Biotech, Pharma, and Clinical Diagnostics (Academic Medical Research Centers and Hospital).
* A demonstrated track record of affecting substantial growth for existing as well as new products.

other leadership attributes:

* Data-driven, market-based leadership
* Execution of the current sales plan along with on-going plan updates, as necessary and based upon performance measurement of the marketing programs. Also responsible for revenue forecast, expense budget, and development of human capital.
* Drive a customer-centric approach to all internal decision-making, and be the voice of the customer in a variety of internal processes, including new product development, customer service, order fulfilment, and quality.
* In still a culture of measurement, accountability, and high-performance.

Education:

* Relevant undergraduate qualifications are essential; MBA is preferred.
* Based on the significant impact of this position, the successful candidate will receive an attractive compensation package including a competitive base salary, incentive bonus in addition to a competitive benefits package.

CONTACT INFORMATION:

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