

## Vice President of Sales, North America

### Image Monitoring

#### Position Overview

Image Monitoring is seeking a highly accomplished Vice President of Sales, North America to lead our commercial organization and drive accelerated growth across the U.S. and Canada.

This executive will be responsible for executing a comprehensive Go-To-Market (GTM) strategy, building a high-performance sales organization, and expanding market share across Cardiology, Vascular, Transcranial Doppler (TCD), and Ultrasound diagnostic solutions.

As a key member of the Executive Management Team, this role will directly influence corporate strategy, commercial execution, and long-term value creation.

This position requires a leader who combines **strategic vision with hands-on execution**, capable of scaling revenue, navigating complex healthcare sales cycles, and building strong relationships across health systems, IDNs, and clinical stakeholders.

#### Key Responsibilities

##### Commercial Strategy & Execution

- Define and execute a North American sales strategy aligned with corporate growth objectives and revenue targets
- Lead national commercialization efforts, including **direct sales, distributor networks, and strategic partnerships**
- Drive pipeline generation, conversion, and revenue performance across all product lines
- Align sales strategy with evolving healthcare market dynamics, competitive positioning, and regulatory landscape

##### Revenue Growth & Market Expansion

- Identify and capture new market opportunities across hospitals, clinics, imaging centers, and diagnostic providers
- Expand enterprise and strategic accounts through consultative, value-based selling
- Develop innovative commercial models (capital sales, leasing, pay-per-use, etc.) to support complex purchasing environments
- Establish and achieve aggressive revenue targets and market share growth

### Sales Leadership & Team Development

- Build, lead, and scale a high-performing team of regional sales leaders, account executives, and channel partners
- Foster a performance-driven culture with clear KPIs, accountability, and continuous improvement
- Recruit, mentor, and retain top talent across North America
- Implement structured sales methodologies, coaching frameworks, and enablement programs

### Key Accounts & Industry Leadership

- Serve as executive sponsor for key strategic accounts and partnerships
- Build relationships with **C-level executives, clinicians, and key opinion leaders (KOLs)**
- Represent the company at major industry conferences, trade shows, and customer engagements
- Act as the “voice of the customer” to inform product strategy and innovation

### Operational Excellence & Forecasting

- Own sales forecasting, pipeline management, and performance analytics
- Implement CRM best practices and data-driven decision-making across the sales organization
- Optimize territory design, compensation plans, and sales processes
- Ensure consistent execution across the full sales lifecycle—from lead generation to contract negotiation and close

### Cross-Functional Leadership

- Partner closely with Marketing, Product Management, Applications, Service, and Executive teams
- Contribute to product positioning, pricing strategy, and commercialization plans
- Support strategic initiatives including partnerships, new product launches, and potential M&A activities

## Qualifications & Experience

### Required

- **7–10+ years of progressive sales leadership experience**, including senior management roles
- Proven track record of **driving revenue growth and scaling sales organizations across North America**
- Extensive experience in **medical device / diagnostic imaging sales**, including:
  - Cardiology diagnostics (Resting & Stress ECG preferred)
  - Vascular diagnostics
  - Transcranial Doppler (TCD)
  - Ultrasound systems
- Demonstrated success managing **complex, capital equipment sales cycles** involving hospitals and health systems
- Experience with both **direct and channel/distributor sales models**
- Strong understanding of the U.S. and Canadian healthcare ecosystems and procurement processes

### Preferred

- Existing network of healthcare executives, clinicians, and KOLs in cardiology and vascular diagnostics
- Experience launching new technologies or entering new markets
- Background in high-growth or entrepreneurial environments

### Education

- Bachelor's degree required; MBA or equivalent advanced degree preferred
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## Leadership Competencies

- Strategic Vision with Execution Discipline
  - Data-Driven Decision Making & Forecasting Rigor
  - Enterprise Sales & Negotiation Expertise
  - Team Building & Talent Development
  - Customer-Centric & Market-Oriented Mindset
  - Executive Presence & Cross-Functional Influence
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## Location & Travel

- Location: United States or Canada (proximity to a major airport preferred)
- Travel: Approximately **40–60% across North America**

## Why Join Image Monitoring

- Opportunity to lead **North American commercial strategy** in a growing med-tech organization
  - Broad and differentiated portfolio across high-demand diagnostic segments
  - Direct impact on company growth, strategy, and market expansion
  - Collaborative, entrepreneurial, and execution-focused leadership team
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## Compensation

- Competitive executive compensation package, including:
  - Base salary
  - Performance-based incentive plan
  - Benefits

## Apply

Please submit your resume and cover letter in confidence to:

[info@imagemonitoring.com](mailto:info@imagemonitoring.com) and Reference this Role

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