



<b>Job Title:</b>	<b>Senior Manager, Industry Relations</b>	<b>Reports to:</b>	Associate Executive Director, Advancement
<b>Department/Group</b>	Advancement	<b>Date posted:</b>	7/19/2021
<b>Location:</b>	Chicago, IL	<b>Travel Required:</b>	3 to 5 x per year
<b>Direct Reports:</b>	Manager, Development and Industry Relations (shared report)	<b>Position Type</b>	Full time

### Job Description

The American Epilepsy Society is a membership association and research funder with a vision to eradicate epilepsy and its consequences. We serve the medical and research communities, and our membership includes physicians, nurses, scientists, and other health care professionals throughout the world.

With a Chicago-based staff and several remote employees, we move nimbly and work collaboratively. We value excellence and inclusivity, all in service of improving the lives of people with epilepsy.

### POSITION OVERVIEW

The Senior Manager, Industry Relations is responsible for the growth of relationships and revenue from pharmaceutical, device, diagnostic, and other companies that provide products or services used by clinicians and other professionals involved in the diagnosis, treatment, and care of persons with epilepsy. The Senior Manager, Industry Relations:

- Generates budgeted level of sales of AES Annual Meeting products—including exhibit booths, other exhibit floor opportunities, advertisements, sponsorships, satellite symposia, scientific exhibits, and medical education grants—to qualified commercial, precommercial, and nonprofit entities
- Ensures that fulfillment of all products sold is done in a timely and on-budget way that provides a positive experience for exhibitors, Annual Meeting attendees, and other stakeholders
- Manages the development of AES relationships with existing and new commercial and precommercial supporters
- Supports the development of larger AES initiatives with industry, and other revenue streams from industry

The Senior Manager, Industry Relations will work with industry supporters in compliance with various guidelines and policies related to AES accreditation requirements, audit standards, and pharmaceutical regulations. The Senior Manager, Industry Relations manages opportunities for industry supporters to meet commercial objectives within the boundaries of what AES allows, and maintains the confidentiality of their proprietary and competitive information.

## **POSITION RESPONSIBILITIES**

### ***Sales***

- Monitor external trends for benchmarking and evaluation of effectiveness of efforts
- Develop and implement annual plan and budget for industry sales to cover all products offered at the Annual Meeting (exhibit booths, pavilions, offices, career fair, advertising, sponsorships, satellite symposia, scientific exhibits and any other products to be developed, plus medical education grants) in a way that maximizes the potential net sales each year
- Annually identify new product offerings
- Manage research and content development for communication materials, including but not limited to the exhibit hall, annual catalog of opportunities at the AES Annual Meeting Exhibitor Prospectus, other outbound communication materials, and the related content to be posted on the AES website, and work with the marketing team to assure completion of materials to support optimal sales cycle
- Develop pricing for all opportunities considering market comparison, value of opportunity to the supporter, and cost of fulfillment
- Manage the annual right of first refusal process
- Manage outreach to and set up meetings with industry supporters to secure sales
- Work with industry supporters on both a current year program and a longer-range plan, taking into account pre-commercial and longer term industry product life cycles, including new product or indication launches or loss of exclusivity
- Maintain an up-to-date understanding of AES programmatic and membership initiatives to inform potential new sponsorships, grants, and other support from industry
- Other tasks as assigned

### ***Fulfillment***

- In collaboration with the Director of Technology, implement and maintain effective sales support systems
- Negotiate and establish contracts with contractors and vendors as needed to support the fulfillment of products sold, with the goal of maximizing revenue
- Work as needed with contractors and vendors to manage fulfillment within budget
- Communicate any necessary design and/or delivery specifications to the buyer of each product, including deadlines and cancellation penalties
- Manage the exhibit hall floor at the AES Annual Meeting
- Other tasks as assigned

### ***Relationship Management***

- Provide responsive and timely service to current and potential industry supporters
- Arrange meetings on a regular basis between selected industry supporters and AES leadership
- Develop and implement ways to feature and thank top industry supporters, including but not limited to a thank you event and signage at the AES Annual Meeting, individual outreach by AES leaders, and recognition on the AES website
- Communicate and maintain compliance with all necessary policies related to permitted activity, both external and internal to AES

- Work with AES volunteers to identify and connect with potential new commercial supporters
- Manage regular outbound communications and reporting of results to industry supporters and prospects
- Share non-confidential company and market information with AES partners who are selling AES products to industry supporters, and include these partners in key meetings where appropriate

#### ***Administration and infrastructure***

- Ensure all industry sales are documented as required for AES accreditation and audit purposes
- In collaboration with the Financial Manager and Manager of Development and Industry Relations, ensure that all industry sales are invoiced and collected on a timely basis
- Manage disclosures of industry support on the AES website and at the AES Annual Meeting
- Serve as staff liaison to the Corporate Advisory Committee
- Report sales and net revenue results as needed to volunteer leadership and staff
- Ensure that an up-to-date list of industry contacts is maintained
- Supervise the industry relations work performed by the Manager of Development and Industry Relations
- Other tasks as assigned

#### **REQUIRED SKILLS AND EXPERIENCE**

- 7-10 years successful experience in sales, preferably in the pharmaceutical and/or healthcare space
- Experience managing successful sales programs
- Excellent verbal and written communications skills
- Understanding of best practices in exhibit hall management and other industry advertising, sponsorship and supported products
- Knowledge of ACCME, CMSS and pharmaceutical industry compliance requirements
- Proficiency in Microsoft Office, at least one sales support system, and ability to quickly master other digital tools as AES IT platforms evolve
- Able to independently prioritize and manage multiple assignments and deadlines
- Ability to make quality decisions, even in ambiguous situations
- Ability to work effectively with external stakeholders

#### **PREFERRED SKILLS AND EXPERIENCE**

- Experience in managing an exhibit floor
- Strong team building skills and ability to work collaboratively with and across teams, builds trust and constructive partnerships
- Ability to identify challenges, diagnose the cause, and develop an effective solution
- Understanding of sales decision processes for companies of different sizes and multiple brand companies
- Understanding of trends in healthcare trade shows and sponsorships, plus the landscape of pharmaceutical and device products used to treat persons with epilepsy

## **AES VISION**

The vision of the American Epilepsy Society is to eradicate epilepsy and its consequences.

## **AES MISSION**

The mission of the American Epilepsy Society is to advance research and education for professionals dedicated to the prevention, treatment and cure of epilepsy.

## **AES VALUES**

- We are dedicated to improving the lives of people with epilepsy.
- We embrace innovation and strive for excellence in everything we do.
- We are an inclusive, collegial community, which enriches the experiences of all involved.
- We value collaborating with other organizations that are aligned with our mission to achieve greater results.

*AES is an Equal Employment Opportunity employer. Equal Employment Opportunity is a fundamental principle of the American Epilepsy Society, where employment is based upon personal capabilities and qualifications without discrimination based on race, color, sexual orientation, gender identity, religion, sex, age, national origin, military history, disability, genetic information or any other protected status. This policy of Equal Employment Opportunity applies to all policies and procedures relating to recruitment and hiring, compensation, benefits, termination and all other terms and conditions of employment. The American Epilepsy Society prohibits employee conduct that results in discrimination. Each manager and supervisor is responsible for implementing and supporting this policy. Anyone who violates another's rights in any of these areas is subject to dismissal. Discrimination is not tolerated in any form by AES and appropriate disciplinary action may be taken against any employee violating this policy.*

Approved By:	Eileen Murray	Date:	July 13, 2021
Last Updated By:	Susan Oliver	Date/Time:	July 19, 2021