



Position Outline

Position: Director of Marketing and Sales (M/F)

Company: Luciole Medical AG

Location: Germany or Europe

Company activity:

Luciole Medical is a group of medical device companies specialized in brain monitoring, with a presence in Switzerland and Germany. In addition to ICP and catheter products, the company has developed a platform of devices to measure cerebral oxygenation and other parameters based on proprietary technology. The company has obtained CE marking for its invasive and non-invasive (patch) monitoring platform under MDR and aspires to become a leader in brain monitoring innovation.

Who we are:

We are driven by our passion for providing innovative brain monitoring solutions to doctors and patients.

We are ambitious entrepreneurs-developers and doers, committed to delivering real value to all our stakeholders.

We are honest, open, engaged, and courageous individuals enjoying our work and embrace its challenges.

We believe that nothing is impossible and that every problem has pragmatic solutions. We are a team, and we work and behave as such.

Position description:

As part of the management team, the candidate's primary task will be to develop and implement a well-thought-out marketing and sales strategy for the Luciole product range and lead the execution of the launch, with a focus on non-invasive systems. This includes product positioning and brand building.

The function includes:

- Develop a smart marketing and sales strategy and plan that supports the company's strategic objectives.
- Implement the sales and marketing plan in line with the company's size and resources (including direct and indirect sales).
- Build strong relationships with selected Key Opinion Leaders (KOLs).
- Identify new clinical indications for the platform (e.g., sleep, neonatal care....).
- Organize and conduct clinical advisory board meetings.
- Support interactions with regulatory authorities and notified bodies.



- Interface with the research and development team to ensure feedback is incorporated into system improvements and evolution.
- Contribute to R&D, innovation, and the development of next-generation products.
- Assist in due diligence and fundraising efforts.
- Actively support the development of the company's growth strategy.

Qualification:

- Medical doctor (intensive care, neurology, or anesthesiology) or equivalent (engineer) with strong clinical expertise.
- MBA/marketing training.
- Fluent in English; German or French is a plus.

Experience:

As a seasoned healthcare professional, you have deep expertise in navigating hospital ecosystems in the EU and beyond, as well as the medical device industry. You have a proven track record as a sales and marketing professional in an international environment, selling brain monitoring systems (for anesthesiology, surgery) or similar devices.

Profile:

The candidate has the ability to think conceptually while effectively implementing plans in the field. Highly autonomous and results-driven, he/she has experience operating internationally and is passionate about medicine and patient care.

He/she can confidently interact with Key Opinion Leaders (KOLs). Passionate about technology and healthcare, with high ethical and performance standards, the candidate will play a key role in the company's development.

Comfortable in a small organization, he/she is used to operating with limited resources and is strongly results-oriented. He/she is self-motivated and has a hands-on personality.

Position:

Based in Germany or Europe

Attractive compensation including options and performance based variable part in line with industry practice.

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