ABANZA

REGIONAL SALES DIRECTOR – WEST COAST USA

ABANZA | Sports Medicine & Orthopedic edical Devices

- **Location:** West Coast, USA
- **Territory:** Western United States, primarily California, Arizona, Nevada, Oregon, and Washington
- **Reports to:** VP of Sales

About ABANZA:

ABANZA is an innovative medical device company focused on developing advanced solutions for soft tissue fixation in orthopedic surgery and sports medicine.

Through our proprietary Soft Tissue Fixation Platform, we aim to provide surgeons with innovative, efficient, and reliable solutions that improve surgical procedures and patient outcomes.

As we continue expanding our presence in the U.S. market, we are looking for an experienced and entrepreneurial Regional Sales Manager to accelerate our growth across the West Coast.

Position summary:

The Regional Sales Manager will be responsible for driving sales growth, developing new business opportunities, and expanding ABANZA's commercial presence throughout the assigned territory.

The ideal candidate will have a strong background in orthopedic medical device sales, particularly sports medicine, with established relationships among orthopedic surgeons, hospitals, ASCs, and independent distributors.

This is a hands-on, field-based position requiring a proactive, results-driven professional who can independently develop the territory and build long-term relationships.

Key Responsibilities:

- Develop and execute a regional sales strategy to achieve revenue targets and expand market penetration.
- Identify, recruit, train, and manage independent sales distributors and representatives throughout the territory.
- Build and maintain strong relationships with orthopedic surgeons, key opinion leaders (KOLs), hospitals, and ambulatory surgery centers (ASCs).

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- Drive product adoption through surgeon education, clinical support, product demonstrations, and participation in surgical procedures when appropriate.
- Identify new accounts and business opportunities, supporting the conversion of prospects into active customers.
- Work closely with ABANZA leadership to define sales priorities, commercial strategies, and growth opportunities.
- Monitor sales performance, distributor activity, competitive developments, and market trends.
- Represent ABANZA at conferences, surgeon meetings, and professional events.
- Maintain accurate sales forecasts, pipeline information, and activity reports.

Qualifications & Experience

- **Experience:** Minimum 5 years of sales experience in orthopedic medical devices, preferably in sports medicine, arthroscopy, or soft tissue fixation.
- **Industry knowledge:** Strong understanding of the U.S. orthopedic market, surgical procedures, and medical device commercialization.
- **Network:** Established relationships with orthopedic surgeons, sports medicine specialists, and independent sales distributors across the Western U.S.
- **Sales performance:** Demonstrated track record of achieving sales targets, developing territories, and introducing new medical technologies.
- **Distributor management:** Experience building and managing independent sales networks is strongly preferred.
- **Communication:** Excellent interpersonal, presentation, negotiation, and relationship-building skills.
- **Entrepreneurial mindset:** Self-motivated, resourceful, and comfortable working in a growing medical device company.

Additional Requirements

- Based in the Western United States, preferably California or Arizona.
- Willingness to travel extensively throughout the assigned territory.
- Ability to work independently while maintaining close communication with company leadership.
- Experience launching innovative orthopedic products is a strong advantage.

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Why Join ABANZA?

Join an innovative and growing medical device company with ambitious plans for the U.S. orthopedic market.

We offer an entrepreneurial environment where your ideas, relationships, and results truly matter, with direct access to company leadership and the opportunity to grow professionally as the company expands.

We offer a competitive compensation package with performance-based incentives, significant earning potential, and the opportunity to participate in the company's long-term success.