

**DEPARTMENT:** Sales & Marketing  
**JOB TITLE:** Sales & Marketing Regional Manager: Southern Region  
**REPORTS TO:** VP of Sales & Marketing



**PURPOSE:** This is an existing position within an established territory with the purpose of increasing sales and driving year-over-year growth of the FIRST DEFENSE® product line, while also successfully launching a new product, RE-TAIN™ (expected 3Q2021).

**IDEAL CANDIDATE:** The ideal candidate for this position is a high-energy, self-motivated, charismatic team-player who is comfortable on the farm, in a clinic, or in a distributor's boardroom. This individual should have the drive to help take a small company to greatness with his/her ability to identify sales opportunities with little hand-holding and move these opportunities through the sales process as efficiently as possible. At the same time, this person should expand and strengthen his/her network within the dairy and beef cow/calf industries and communicate to all they come in contact with on a very clear, concise, and honest level. Important character traits: Empathy, resilience, openness, ambition, and comfort with travel.

*If you don't like getting your boots dirty, don't apply for this job.* We are a team of pharmaceutical sales reps that works alongside our customers to help make our product value visible. We walk hutches and maternity pens. The sale doesn't happen in a temperature-controlled office. This position is 90% on farm with the balance of time spent with veterinarians and our distribution chain team.

*If you can't think for yourself, this probably isn't the place for you.* An entrepreneurial spirit is a must. We take pride in our scrappy can-do attitude, creativity, and willingness to try and fail. We believe success is never final and failure is not fatal.

*If you're lazy, don't apply.* Work should be a blast, but it's still work. And we expect a lot out of our 9-person Sales & Marketing Team. If you are not a growth-minded self-starter, the rest of our team will leave you in the dust.

*If you don't love using CRM software, save your time and ours.* We live by our customer management software. If it is not documented in CRM, it didn't happen. Accountability is in our DNA and our CRM system records the "how" behind our sales growth.

**OPPORTUNITY:** This is your chance to:

- Join an established, publicly-held company small enough for your efforts to be well noticed and appreciated.
- Focus on a narrow product portfolio that is truly unique and supported with approvals from the USDA Center for Veterinary Biologics and FDA Center for Veterinary Medicine.
- Be part of a scrappy and passionate team continuing its year-over-year growth pattern with an even sharper projected increase in the coming years.
- Be part of the team to write a new chapter for ImmuCell as the company introduces a novel way to treat subclinical mastitis that is sure to revolutionize the mastitis market.

**TERRITORY:** This position will cover the Southern US, including the following states: TX, NM, KS, OK, MO, AR, LA, and MS. It requires approximately 80% travel with focus heavily weighted toward the dairy industry (~90% of this candidate's time). Preferred location is the dairy pockets in TX, NM, and KS, which will involve the bulk of day-to-day travel.

**PRODUCTS:** Our FIRST DEFENSE product line is approved by the USDA Center for Veterinary Biologics to prevent scours in newborn dairy and beef calves. The only USDA licensed products in this category featuring polyclonal antibodies that protect against scours caused by *E. coli*, coronavirus and rotavirus. This technology removes a producer's reliance on variable vaccine responses to generate passive antibodies and instead protects every calf equally with a guaranteed dose of immediate immunity against the most common scour pathogens.

RE-TAIN™ (NADA approval anticipated 3Q2021) is an intramammary infusion for the treatment of subclinical mastitis in lactating dairy cows with no milk discard or meat withhold required. The active ingredient, Nisin A, is from an entirely new class of anti-infectives called bacteriocins. The selectivity and safety profile of bacteriocins offer superior advantages over traditional antibiotics.

## **JOB DUTIES**

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The following job responsibilities, although not necessarily an exhaustive list, is intended to represent an accurate reflection of the role.

### Sales Responsibilities:

1. Grow sales: identify and prioritize new customers, secure on-farm meetings, understand their business, and communicate how our products fit within their system for maximum ROI.
2. Develop long-term relationships with customers at all levels (influencers, gate keepers, decision makers, product implementers).
3. Network with the distribution chain to understand the most successful sales tactics to grow in various market segments.
4. Implement and close-out field trial demonstrations as agreed to by supervisor.
5. Prioritize time with distribution partners that provide the most sales potential and product field support, so they continue to contribute to increased market share of ImmuCell products.
6. Develop and conduct presentations that effectively train distributor sales forces (inside and outside teams) on how to sell ImmuCell products.
7. Use CRM to document market intelligence gathered, opportunities defined, contacts made, and appropriate next steps.
8. Participate in national and regional tradeshow.

### Marketing Responsibilities:

1. Develop media articles, videos, and social media posts that position yourself and the company as a credible resource and support our brand and our customer's businesses.
2. Define issues limiting sales within territory market segments and develop strategic plans to overcome these limitations.
3. Promote, implement, and follow up on programs with all levels of the distribution chain to ensure and document success.
4. Participate in market research projects as needed.
5. Provide content and feedback on sales tools and other marketing strategies.
6. Participate in commercial launch preparation for new products.

### Professional Development/Other Responsibilities:

1. Stay informed of industry trends through regular review of trade publications.
2. Attend general business skills development training/education conferences and seminars.
3. Participate in planning discussions with your supervisor and others on the ImmuCell sales and marketing team.
4. Other duties as directed by your superior and others on the ImmuCell Team.

## **JOB REQUIREMENTS**

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1. Bachelor's degree is preferred, or equivalent experience.
2. Bi-lingual: English and farm-Spanish is an asset.
3. Ability to work diligently and efficiently from a home office.
4. Ability to travel over-night approximately 80% of the year.
5. Sales and marketing skills and interest/knowledge in the newborn calf and mastitis market spaces.
6. Ability to work daily and extended hours, as necessary.

## **COMPENSATION**

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ImmuCell will offer a competitive annual salary, variable compensation, and benefits program, including a company vehicle and expenses budget, for this full-time position that is consistent with the job requirements and candidate's years of experience and education level.