

Confidential Position Specification

Director, National Sales

Chelsea Therapeutics

October 2010

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Position	Director, National Sales
Company	Chelsea Therapeutics
Location	Charlotte, North Carolina
Reporting Relationship	Keith Schmidt, MBA, VP Marketing and Sales
Website	www.chelseatherapeutics.com

POSTION SUMMARY

Reporting to the VP of Marketing and Sales, the Director of National Sales will play an important role in driving the company's future growth with responsibility for leading efforts of the sales management aspects of commercialization for Northera™ (droxidopa), the company's first product to be commercialized. Building a strong collaboration with the internal marketing and other teams to promote this product to the specialty markets effectively and compliantly will be essential for the integration of this leader into the highly collaborative and team-oriented culture at Chelsea.

KEY RESPONSIBILITIES

The Director of Brand Management will have strategic and tactical responsibilities as follows:

- Develop and lead all sales, contracting and commercial development efforts to ensure the successful and compliant launch and uptake of Northera, maximizing opportunities in current indications while ensuring all key compliance considerations for this product are optimally managed.
- Develop and implement sales plans including defining market share, patient share, and profitability goals in line with company objectives.
- Collaborating with the marketing management team, direct the development and implementation of compliant reimbursement, pricing and market access strategies.
- In collaboration with key counterparts in R&D, regulatory and marketing, play a leading role in defining the overall strategic direction for the portfolio to include prioritization of combination compounds and potential indications.

- Working with a contract sales organization (CSO), provide the leadership and vision required to attract, develop, motivate, train and retain a superb, high performance sales team including Regional Sales Directors (7-10) and Sales Representatives (80-100).
- Provide the leadership to maintain a significant presence for Chelsea in neurology and with movement disorder specialists. Actively participate in industry conferences to reinforce and further build Northera market profile and position.
- Direct all sales meetings and field activities to communicate targeted sales activities, activities and, working with the marketing and sales analyst, evaluate the impact and effectiveness of the Chelsea selling efforts and programs.
- Set, communicate, and monitor all sales force performance and activity goals, developing motivational and incentive programs to achieve company revenue goals. Working with the CSO, develop communication tools and sales force automation tools to achieve sales impact and compliance with the Prescription Drug Marketing Act (PDMA)
- Establish collaborative, effective and trusting relationships with key internal functions including sales, R&D, legal, regulatory, finance and business development to ensure the free flow of information and ideas.
- Collaborate with the market and sales analyst to identify and monitor sales trends and to ensure competitive information gathering, analysis and interpretation to influence business outcomes.
- Develop and monitor performance against sales forecasts, ensuring the achievement of results is within designated budgets.
- Understand the regulatory environment and comply with all legal and regulatory requirements, including those of the Food, Drug and Cosmetic Act, the Prescription Drug Marketing Act, the Pharma Code, the OIG codes, and ensure strategies and materials for promotion and marketing are only for approved indications of the company's products.

PROFESSIONAL EXPERIENCE / QUALIFICATIONS

Chelsea Therapeutics is seeking a Director of National Sales who brings sophisticated and proven commercial experience in the pharmaceutical or biotechnology industry. A record of accomplishment in highly competitive specialty markets is required with some knowledge of the CNS market preferred. A solid understanding of the industry's

complex regulatory requirements and an absolute commitment to competing on the highest ethical level are essential. This individual must possess strong leadership and team building skills.

- Demonstrated ability to lead and manage the growth of a successful therapeutic sales effort over time.
- Experience with the sales and promotion of premium priced specialty products and the relevant safety and compliance considerations would be of material benefit.
- Experience leading a sales force in successful product launches with sound, compliant expertise in sales force territory design, key opinion leader development, strategic marketing, and excellent in overall execution of sales efforts.
- Creative problem solver able to address current market trends and anticipate physician issues in the CNS and movement disorder arena.
- An effective leader who inspires trust and confidence in his or her group and throughout the organization and who motivates employees to reach optimum performance and potential.
- Demonstrated ability to lead sales force co-promotions and to successfully collaborate with other key partners.
- Effective member of the commercial team with well developed partnering skills to collaborate with marketing, clinical, regulatory, legal, finance and business development peers.
- Travel required as needed

CORE VALUES

Integrity

- Honestly, truthfulness, trustworthy, principled actions and leadership, business ethics and compliance; Handles confidential and sensitive information appropriately; Direct and honest in communication and feedback; Honors commitments to others; Demonstrates consistency between words and actions.

Collaboration

- Develops and sustains cooperative productive partnerships; Values the team and treat others on the team with respect; Works for the betterment of the group versus him/herself; Shares information, ideas and solutions with others.

Passion

- Excitement and enthusiasm re: job and company (i.e., improving patients' lives); Influences vision, "Can do" approach and results.

Pursuit of Excellence

- Continual improvement and value add; Commitment to high quality and standards; Always willing to take an extra step to make it better; Recognizes when optimal supersedes perfection.

Innovation

- Think beyond the obvious; Approach problems with curiosity and open-mindedness; Take educated risks; willing to explore new ideas and methods.

COMPETENCIES

Technical Skills and Knowledge

- Technical and/or business skills applicable to position. Demonstrates knowledge of what needs to be done and how to do it. Understands the work environment, job requirements and customer needs. Works to learn new technologies and to acquire additional job related skills and abilities.

Planning and Organization Skills

- Develops short and long range plans that are appropriately comprehensive, realistic and effective in meeting goals. Integrates planning efforts across work units. Develops appropriate systems and processes for accomplishing work. Allocates time efficiently and handles multiple demands and competing priorities. Manages execution well (delegates and coordinates as appropriate). Demonstrates appropriate attention to detail.

Communication Skills

- Speaks clearly in groups and one on one sessions; Fosters open communication, encouraging expression of ideas and opinions, and actively listens to others' points of view; Prepares and delivers clean, meaningful and productive presentations; Conveys information clearly and effectively through written documents, emails and presentations, etc.

Interpersonal Skills

- Builds and maintains productive relationships at all levels internally and externally; Develops effective give and take relationships with others, understanding their agendas while balancing the needs of the business (i.e., organizational savvy &

emotional intelligence); Values diversity and sees differences in people as opportunities for learning and approaching things differently; Attempts to resolve conflict directly, openly and collaboratively.

Leading Skills

- Fosters the development of a common vision and provides clear direction and priorities, a sense of core purpose; Talks beyond today and about possibilities; Creates mileposts and symbols to rally support of vision and makes vision shareable by everyone; Can inspire, influence and motivates entire unit or organization; Mobilizes people to take actions; Creates environment where strong morale and team spirit is visible; Models all corporate values through actions, decisions and communications.

Business Acumen

- Understands the industry and keeps up to date on new and updated information related to the organization, the customer and the position; Demonstrates understanding of relevant issues to the broad organization and business as well as to own team; Has and uses cross functional knowledge; Establishes realistic budgets and uses financial and quantitative information effectively to manage.

Thinking (Analytic and Strategic) and Judgment Skills

- Considers a broad range of internal and external factors when solving problems and making decisions; Gathers relevant information systematically, grasping complexities and perceives relationships among problems or issues; Seeks input from others and uses logic in analysis; Identifies critical, high payoff strategies and prioritizes team efforts accordingly; Uses information from the market, customer and competitors in making decisions; Recognizes strategic opportunities for success; Makes timely and sound decisions and can make decisions under conditions of uncertainty as appropriate.

Self Management

- Is willing and able to adjust to multiple demands, shifting priorities, ambiguity and rapid change (adaptability/agility); Shows resilience in the face of constraints, frustrations or adversity; Demonstrates flexibility; Learns from experience and actively pursues learning and development; Seeks feedback and welcomes unsolicited feedback; Modifies behavior in light of feedback; Acts with integrity and builds trust with others through own authenticity and follow-through on commitments; Pursues aggressive goals and works hard to achieve them; Commits to quality.

Directing Skills

- Builds effective teams committed to organizational goals; Fosters collaboration

among team members; Encourages and empowers others to achieve and excel, delegating both routine and important tasks and providing the information people need to do their jobs effectively; Accurately assesses strengths and development needs of employees and gives timely feedback and coaching; Provides challenging assignments and opportunities for development, clearly assigning responsibility for tasks and decisions; Sets clear objectives and measures; monitors process, progress and results; Champions change by challenging the status quo and championing new initiatives, stimulating others to change as appropriate; Manages implementation effectively.

EDUCATION/EXPERIENCE

The ideal candidate will have an advanced degree with an MBA preferred.
8-10 Years of Progressive Pharma Sales Management Experience
Specialty/orphan drug market experience a plus
