

District Sales Manager

About Tulavi

At Tulavi, our mission is to redefine peripheral nerve surgery through innovative medical devices that deliver consistent patient outcomes, address the limitations of current treatments, and expand access to essential nerve care. We are part of a unique group of MedTech companies launched and supported by Incept, a hands-on accelerator that has launched 27 companies over 26 years.

Tulavi's proprietary fully absorbable Hydrogel Platform is built on technology safely used in over 5 million patients worldwide and now engineered specifically to support nerve healing. 85% of amputees experience chronic pain, primarily from undiagnosed neuromas. Our flagship product, the **allay**TM Hydrogel Cap, is the first and only fully absorbable technology specifically indicated to reduce the risk of symptomatic neuroma formation.

As a District Sales Manager, you will drive early-stage adoption of the allayTM Hydrogel Cap while playing a pivotal role in our early commercial acceleration and expanding access to life-changing nerve care.

The Opportunity

This is a high-impact, ground-floor commercial role at a company with a truly novel, FDA DeNovo cleared product addressing a massive unmet clinical need. You will own your geographical territory, building from the ground up, establishing strong surgeon relationships, navigating hospital systems, and making allayTM the standard of care for transected nerve protection.

We are looking for someone who thrives in the OR, has the tenacity to build in ambiguous, early-stage environments, and is motivated by the chance to help patients and providers expand their options.

Territory

U.S. territory-based role (West Coast, Southwest, Midwest, or East Coast), aligned based on candidate location and business needs.

What You'll Do

- Drive revenue growth and expand market presence for the allayTM Hydrogel Cap across your territory
- Build and deepen relationships with surgeons, KOLs, hospital teams, and VAC decision-makers
- Drive and support the utilization of allayTM in the OR and provide hands-on clinical training to surgeons and their surgical teams
- Gain access to and develop new accounts while strategically growing existing business through a structured sales process
- Navigate complex health system environments including securing VAC approval and working across multiple stakeholders to drive awareness
- Engage with academic medical centers, fellows, and training programs to build long-term adoption
- Partner cross-functionally with Clinical, Marketing, and other departments to share market insights and support product success
- Build territory infrastructure from zero, developing a robust pipeline, account plans, and early market momentum with key stakeholders.

What You Bring

Required Experience

- 5+ years of medical device sales experience with direct OR presence
- Demonstrated success navigating health systems and securing VAC approval for new technologies
- Proven track record of meeting or exceeding quota in complex, clinical selling environments
- Ability to build a territory from the ground up
- Experience launching innovative or first-in-class products and driving adoption against established standards of care
- Comfort operating in academic centers and training environments (fellows, residents, attendings)
- Ability to travel extensively within your assigned territory

Who You Are

- Tenacious with a high-motor. You thrive in challenging environments and are inspired by changing the status quo
- Deeply mission-driven with genuine belief in the impact of the work you do each and every day
- Skilled at navigating complex decisions with multiple stakeholders
- Start-up minded. You're energized by building, not managing existing business

Ideal Background

We are especially interested in candidates with experience in:

- Nerve repair, reconstructive surgery or adjacent surgical specialties
- Hospital and academic center selling in trauma, orthopedics, plastics, or vascular surgery
- First-in-class or early-commercial launch environments (pre-revenue to \$5M+ territory growth)

Our Hiring Criteria

We evaluate every candidate across these eight dimensions:

Category	Ideal Qualities
Character & Culture	Strong character, cultural alignment, high belief in the mission, passion for the work
Drive & Work Ethic	Tenacious, high motor, persistent in challenging environments
Sales Capability	Clear sales methodology and process, ability to influence and navigate complex decisions
Innovation Experience	Experience launching innovative products and helping shift the standard of care
Start-Up Mindset	Ability to build a territory from zero, operate with ambiguity, and create momentum early

Category	Ideal Qualities
Health System Navigation	Experience securing VAC approval, working across multiple stakeholders, and understanding market access and health systems
Clinical Environment	Comfortable in the OR, strong clinical acumen, credibility with surgeons
Academic Navigation	Experience working in academic centers, navigating fellows and training environments

Life at Tulavi

- Impact from Day One: Your work directly shapes patient outcomes and commercial strategy
- Fast-Paced Innovation: Speed and creativity are how we compete
- Cross-Functional Collaboration: Close partnership with Clinical, Marketing, and Engineering
- Startup Environment: High ownership, high growth, and the chance to build something real
- Mission-Driven Team: Every hire believes in what we're building and why it matters

How to Apply

If you are a driven medical device sales professional ready to take on a high-impact territory role at an innovative, mission-focused MedTech startup, we want to hear from you. Please submit your resume and a brief note on why Tulavi excites you.