

NICOLAS RUFIN

VP SALES & MARKETING



Toulon (France)

55 years old

MY STUDY

- Bachelor of Science (B. SC.) in Biology

MY CAREER

« Educated in biology in France, I always felt the urge to work within the industry, and even more precisely working internationally in Sales or Marketing. I had the opportunity to join several top companies in the field of hemostasis which had a lot of interest with its complexity and various aspects, from the technical but mostly from the clinical point of view.

Starting as a sales representative in one region of France, I quickly could join the Export Department at Stago, one of the major firms in this field, where I could manage distributors in several parts of the world over time.

I decided after a few years to join Roche Diagnostics, the biggest Diagnostics player, first within their export department covering 93 countries, based in Germany and covering several product lines.

I then internally moved to Global Marketing, in Austria then Switzerland, for a Point of Care Coagulation system, the CoaguCheck line, for which contacts with clinicians and patients' organizations was of the essence. The success of this product line was quite impressive.

I decided after 10+ years to answer a new challenge in Marketing and Sales at a Swiss company, Pentapharm, a provider of key ingredients for coagulation kits offered by almost every company in this field. This was a new experience, dealing partly in Business to Business (BtoB) with major coagulation companies, yet also managing distributors and being in charge of Marketing duties.

I eventually joined Emosis in Janvier 2017 as VP Marketing and Sales, back to France after 15 years abroad, based on the project to develop a range of flow cytometry-based kits for cell-based hemostasis. It is clearly an under-developed (“blue ocean”) area of hemostasis, aimed at improving diagnostic tools for clinicians dealing with thrombotic issues. »

EMOSIS & I

« I decided to join Emosis based on the desire to work and leave a footprint in Diagnostics, with new types of products (cell-based, using flow cytometry) within a young start-up in a field (hemostasis) where I could bring my experience and network in both Sales and Marketing.

The lean organization with a very experienced CEO (being a cardiologist by training on top) and the impact I could foresee with upcoming products focused on clinical needs from potential users, with a solid Business Plan on top, made me quickly decide to join the company.

I brought Jean Amiral, our CSO, on board quite early after joining and pointed at people who are now our main network of Distributors (some experienced companies specialized in our field) and at Key (national and international) Opinion Leaders I already knew from my past experience.

Staying close to the field and to existing and new customers from all over the world by attending International congresses or symposia like the ISTH, the GTH or the GFHT. Visiting key customers in their field of expertise is paramount to me. Being too long at the office is not my vision of a success.

Supporting as much as possible our distributors during customer visits or attending demonstrations of our products at Key Opinion Leaders sites allows me to better grasp the needs they may have in their daily work. Discussing potential new ideas for the future, focused on their analytical or organizational needs, but also and mostly helps me understand the clinical needs they have today or still miss. Potentially identifying new ideas for future Emosis products or solutions in collaboration with them is part of the focus I have.

My 25+ years of industry experience, even more within the hemostasis field, my global network of customers and distributors and the success seen in my various positions in companies of various sizes, sometimes within complex matrixed organizations might help a startup like Emosis. Quickly reaching out to the market in an efficient way is paramount. Knowing how to deal with laboratory people, clinicians and even patients’ organizations can be useful too. My exposure to different cultures, having lived and worked in 4 different countries, is a plus I reckon. »

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