

## Vice President of Commercialization

### EnteroTrack | Medical Diagnostics | GI / Allergy / Molecular Testing

**Location:** Aurora, Colorado preferred; remote or hybrid considered for exceptional candidates

**Position Type:** Full-time executive leadership role

**Compensation:** \$180,000–\$240,000 base salary, plus performance bonus and equity/incentive opportunity. Final compensation will depend on experience, location, and scope of role.

**Benefits:** Health benefits, paid time off, executive incentive opportunity, and participation in company equity program.

**Application Deadline:** Rolling until position is filled

### About EnteroTrack

EnteroTrack is a commercial-stage medical diagnostics company transforming how upper gastrointestinal diseases are monitored and detected. Our proprietary **EnteroTracker® capsule-string platform** enables minimally invasive sampling of the upper GI tract without sedation or endoscopy. Our flagship test, the **Esophageal String Test®**, is commercially available through EnteroTrack's CAP/CLIA laboratory and is used to support monitoring of eosinophilic esophagitis.

The company has established strong clinical validation, Medicare reimbursement, growing physician adoption, and a broad pipeline spanning EoE monitoring, EoE screening, Barrett's esophagus, microbiome analysis, pharma trials, and other upper-GI applications. EnteroTrack is now seeking a senior commercialization leader to help scale the company from early commercial traction to a high-growth monitoring and screening platform.

### The Opportunity

EnteroTrack is looking for a **Vice President of Commercialization** to build and lead the company's commercial engine. This person will own the strategy and execution needed to expand adoption of the Esophageal String Test across allergy, GI, pediatric, academic, and health-system channels.

This is a highly strategic and hands-on role. The ideal candidate has scaled a specialty diagnostics, molecular diagnostics, medtech, or lab-developed test business and understands how to convert clinical evidence, reimbursement progress, KOL support, and early customer adoption into repeatable revenue growth.

The VP of Commercialization will work directly with the CEO and leadership team to define commercial strategy, expand provider adoption, strengthen payer and market-access execution, support strategic partnerships, and prepare EnteroTrack for its next stage of growth.

### Key Responsibilities

#### Commercial Strategy & Execution

- Lead the development and execution of EnteroTrack's commercial strategy, with a near-term focus on scaling recurring EST utilization across high-value clinical accounts.
- Build a disciplined commercial process, including account segmentation, target prioritization, CRM discipline, sales metrics, reorder tracking, customer success workflows, and territory strategy.
- Develop and refine commercial messaging for allergists, gastroenterologists, pediatric specialists, health systems, payers, strategic partners, and investors.

#### Sales Growth & Account Expansion

- Drive growth in EST ordering volume across existing and new accounts.
- Convert pilot users and low-volume accounts into repeat-ordering, high-value customers.
- Develop scalable playbooks for onboarding, training, clinical workflow integration, patient education, ordering logistics, and results interpretation.
- Support the expansion of key strategic accounts, including allergy networks, GI practices, children's hospitals, academic centers, and integrated health systems.

### **Market Access & Reimbursement**

- Partner with leadership, billing, clinical, and reimbursement teams to improve payer pull-through, support coverage expansion, and reduce claims friction.
- Help develop payer-facing materials, clinical utility narratives, economic models, appeals support, and coverage dossiers.
- Translate EnteroTrack's clinical validation, real-world evidence, safety profile, and patient-experience advantages into compelling payer and provider value propositions.

### **Commercial Team Building**

- Recruit, manage, and develop commercial personnel, including sales representatives, account managers, customer success personnel, and market-access support as needed.
- Establish performance targets, incentive structures, training programs, and accountability systems.
- Build a commercial culture that is rigorous, ethical, metrics-driven, and clinically credible.

### **Strategic Partnerships**

- Support strategic partnerships with pharma, health systems, payers, diagnostics companies, microbiome partners, and potential acquirers.
- Help commercialize pipeline opportunities in EoE screening, Barrett's esophagus, upper-GI microbiome testing, and pharma/RUO applications.
- Represent EnteroTrack externally at conferences, customer meetings, KOL discussions, payer meetings, and strategic-partner conversations.
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### **Ideal Candidate Profile**

- **10+ years of commercial leadership experience** in diagnostics, medtech, molecular diagnostics, specialty lab testing, GI, allergy/immunology, oncology diagnostics, or related healthcare markets.
- Demonstrated success scaling a product from early launch to meaningful recurring revenue.
- Experience selling into specialty physician practices, academic centers, health systems, or distributed clinical networks.
- Strong understanding of reimbursement, payer coverage, CPT coding, medical policy, claims friction, and market-access strategy.
- Ability to operate strategically while also building practical sales processes, customer workflows, and commercial infrastructure.
- Experience managing or building commercial teams.
- Strong executive presence with physicians, KOLs, payers, strategic partners, investors, and board members.
- Comfort working in a lean, entrepreneurial, high-growth environment.
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### **Highly Valued Experience**

- Experience with lab-developed tests, molecular diagnostics, CLIA/CAP laboratory services, GI diagnostics, allergy/immunology, rare disease monitoring, or specialty biomarker testing.
- Experience building a commercial organization before all payer and adoption issues are fully solved.
- Experience converting KOL enthusiasm and clinical evidence into real-world utilization.
- Experience supporting payer dossiers, health-economic arguments, or coverage-expansion efforts.
- Experience with pharma partnerships, companion diagnostics, decentralized sampling, or non-endoscopic diagnostic platforms.

### **Why Join EnteroTrack**

EnteroTrack is at a rare inflection point: commercial product, validated clinical use case, reimbursement traction, strong KOL support, growing physician adoption, and a broad upper-GI diagnostic platform. This role is an opportunity to help build a category-defining diagnostics company and bring a less invasive, patient-friendly alternative to patients and clinicians who currently rely heavily on repeated endoscopy for disease monitoring.

The right person will have the opportunity to shape not just a sales organization, but the commercial foundation for a multi-indication GI diagnostics platform.

**How to Apply**

Please send a resume and brief note describing your relevant commercialization experience to:

**info@enterotrack.com**

Subject line: **VP Commercialization — EnteroTrack**

EnteroTrack is an equal opportunity employer.