

Work Certificate

Commercial Manager North of Portugal

Employee: Ruben Filipe de Campos Paulete

Start Date: March 1st, 2017

End Date: August 31st, 2020


Primary Objective of the Role:

To drive sales growth and market share by developing and leading a coordinated plan to create value for the customer organisation and deriving profitable growth across the ResMed product portfolio of Sleep Devices, Diagnostics, Patient Interface and Ventilation via accredited distributors. Increase the brand awareness of ResMed products throughout the specified region of Portugal. Consistently working to meet and striving to exceed business objectives.

Responsibilities and Accountabilities:

- Responsible for the profitable growth of the ResMed portfolio in designated distributor accounts (incorporating Sleep Devices, Diagnostics, Patient interface and Respiratory Care).
- Builds the 'Account Plan' which defines the resources and capabilities required to deliver both customer and ResMed objectives.
- Identifies and assesses new business opportunities with new and existing partners. Successfully executes and implements business plans.
- Achieves quarterly sales targets set for the region in Sleep Disordered Breathing, Diagnostics, Patient Interface and Ventilation products.
- Monitors competitor products and commercial activities in order to inform account plans and build competitive intelligence.
- Reports on a monthly and quarterly basis on sales, market share, competitor activity and products. Providing detailed analysis on trends, opportunities and threats within the market.

- Contributes to the development and implementation of marketing strategies throughout the region as agreed with the Country Manager Portugal and the Commercial Director, Iberias.
- Organises and implements training and educational programmes for Hospitals with the aim of driving patient referrals for ResMed products and increasing ResMed's market presence.
- Develops strong relationships with Doctors and Key Opinion Leaders building autonomous relationships with them grounded in transparency and partnership.
- Proactively promotes the ResMed brand to drive referrals in relation to Sleep Disordered Breathing, Ventilation and Cardiology.
- Constantly works to develop clinical and technical knowledge to enhance effectiveness within role and credibility; proving that ResMed is a leader in the field in both product and service

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Hugo Almeida,
Country Manager Spain & Portugal

E: hugo.almeida@resmed.com

Work Certificate

Solutions Consultant Spain & Portugal

Employee: Ruben Filipe de Campos Paulete

Start Date: September 1st, 2020

End Date: September 29th, 2024


Primary Objective of the Role:

To support and drive the adoption and utilisation of ResMed's Diagnostics and Digital Health portfolio. Working hand in hand with cross-functional teams including sales, product management, and operations, being responsible for providing service pathways and technical consultation to our commercial and clinical teams, and to our existing and prospective customers. To build an in-depth knowledge and understanding of our customers' services requirements, technical needs, environment, and key stakeholder groups, enabling the support of our Digital Health and Diagnostics solutions.

Responsibilities and Accountabilities:

- Develop an advanced level of technical acumen on ResMed Diagnostics and Digital Health solutions to provide remote and face-to-face troubleshooting for our Iberian customers and ResMed commercial and clinical teams.
- Provide consultancy on implementation (pain points identification, workflows analysis, system installation and configuration) of ResMed diagnostics and Digital Health solutions for customers success.
- Provide technical consultation and education for ResMed products and solutions to customers and internal ResMed teams.
- Utilize ResMed's diagnostics and Digital Health solutions, support service/process optimisation and change management with our Iberian customers to ensure solution adoption and outcomes success.
- Support the commercial business in achieving sales targets through the successful implementation of ResMed solutions.
- Consistently partner with commercial and marketing teams to execute account business plans.
- Identify customer needs and trends and provide customer and product insights into product management team

- Form successful relationships both internally, collaborating with WE cross-functional teams and externally, with customers, key opinion leaders and industry bodies.
- Establish and reports on key business (solution adoption and support) metrics to the sales and marketing team
- Develop solutions for specific issues and business challenges identified, in house or propose strategic partnerships

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Hugo Almeida,
Country Manager Spain & Portugal

E: hugo.almeida@resmed.com

Work Certificate

Digital Health Technology Commercial Manager Spain & Portugal

Employee: Ruben Filipe de Campos Paulete

Start Date: October 1st, 2024

End Date: Ongoing

Primary Objective of the Role:

To support and drive the adoption and utilisation of ResMed's Diagnostics and Digital Health portfolio. To work hand in hand with cross-functional teams including sales, product management, and operations, to be responsible for providing service pathways and technical consultation to our commercial and clinical teams, and to our existing and prospective customers. To build an in-depth knowledge and understanding of our customers' services requirements, technical needs, environment, and key stakeholder groups and enabling the support of our Digital Health and Diagnostics solutions.

Responsibilities and Accountabilities:

- Lead consultant on implementation (system installation and configuration) of ResMed diagnostics and connected care solutions.
- Provide technical consultation and education for ResMed products and solutions to customers and internal ResMed teams.
- Utilising ResMed's diagnostics and connected care solutions, support service/process optimisation and change management with our Iberian customers to ensure solution adoption and outcomes success.
- Support the commercial business in achieving sales targets through the successful implementation of ResMed solutions.
- Consistently partner with commercial and clinical teams to execute account business plans.
- Identify customer needs and trends and provides customer and product insights into product management team
- Form successful relationships both internally, collaborating with WE cross-functional teams and externally, with customers, key opinion leaders and industry bodies.

- Establish and reports on key business (solution adoption and support) metrics to the sales and marketing team
- Develop solutions for specific issues and business challenges identified, in house or propose strategic partnerships.
- Identify institutional and technological trends and design the best DHT strategies to take advantage of those trends with ResMed's connected care solutions.
- Provide technical consultation and education about EHDS, Data Security, Uses of Primary and Secondary Digital data to internal and external stake holders.
- Digital Health Evangelist about the strategic value of Digital Health Data.
- Be able to prove the value of digital health data and to support the revenue growth from ResMed's Connected Care Solutions.
- Create communication tools and strategies to promote and highlight the strengths of ResMed's Connected Care Solutions

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