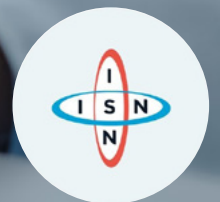


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**Director Diagnostics  
Division**

*ISN Medical*



## About *ISN Medical*

As Nigeria's premier provider of high-quality medical diagnostic solutions, ISN Medical stands out with a robust commitment to enhancing patient care and strengthening the healthcare ecosystem. Since 1981, ISN Medical has empowered healthcare practitioners to deliver accurate diagnoses through innovative technology, exceptional customer service, and superior technical support. With over four decades of industry experience, the company has established itself as a trusted partner to hospitals, laboratories, and research institutions across Nigeria and West Africa.

ISN Medical's unique value proposition lies in its ability to offer cutting-edge diagnostic equipment, reliable reagent supplies, and comprehensive after-sales support, including user training, equipment maintenance, and technical assistance. Their extensive product portfolio spans clinical chemistry, immunology, haematology, molecular diagnostics, microbiology, and genomics – making them a one-stop solution for medical diagnostic needs.

Driven by a clear mission to improve the standard of healthcare in Nigeria, ISN Medical plays a pivotal role in bridging the gap between global innovations and local healthcare delivery. Through strong partnerships with leading global biotechnology firms such as Roche Diagnostics, Illumina, and Cepheid, ISN Medical ensures that Nigerian healthcare providers have access to world-class diagnostic technologies.

A notable highlight of ISN Medical's contribution is its Genomics Division, which brings advanced molecular diagnostics and personalised medicine to the forefront of clinical practice in Nigeria. By leveraging next-generation sequencing (NGS) and other cutting-edge genomic tools, healthcare practitioners can deliver more precise, patient-specific diagnoses and treatments – ushering in a new era of precision medicine in the region.

Additionally, ISN Medical is committed to capacity-building in the healthcare sector through continuous medical education, professional development programs, and investment in local talent.

With a strong legacy, strategic global alliances, and a future-focused approach, ISN Medical continues to redefine diagnostic excellence in Nigeria and beyond.



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# Mission and Vision

## *ISN Medical*

### **Our Vision**

Our vision is to become the best-in-class healthcare-focused company in West Africa.

### **Our Mission**

Our mission is to give healthcare practitioners and patients peace of mind through innovative medical diagnostic solutions.





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## Role purpose:

The Director of the Diagnostics Division will be the driving force behind ISN Medical's commercial success, leading high-performing teams across sales, product management, account management, and technical support. Tasked with accelerating growth, streamlining sales operations, and elevating team performance, the Director will play a pivotal role in enhancing both customer satisfaction and employee engagement, while positioning ISN as the go-to partner for cutting-edge diagnostic solutions.



## Dimensions of the role:

As a key architect of ISN Medical's growth trajectory, the Director will be accountable for delivering a 2025 revenue target of USD \$4M, laying the groundwork for sustained 25% year-on-year growth.

This role demands a commercially astute leader focused on profitability, targeting an EBITDA margin of 15% or greater. Growth will be driven by expanding the customer base by 20%, increasing active diagnostic sites by 25%, and consistently meeting strategic revenue commitments set in partnership with global OEMs. These ambitions will be supported by the rollout of a robust, data-driven sales infrastructure – anchored by comprehensive sales playbooks, clearly defined team structures, and full CRM adoption through Microsoft Dynamics. The goal is to generate over 200 qualified leads monthly, achieving a 30% conversion rate and driving consistent pipeline velocity.

To enable scale and efficiency, the Director will lead the design and deployment of a unified commercial operating model that aligns sales, account management, and technical service teams. This includes building a replicable onboarding and enablement framework that is closely aligned with KPIs and individual performance scorecards. A disciplined approach to execution will ensure that at least 80% of the commercial team meets or exceeds their targets, supported by structured performance reviews and a culture of accountability.

Deepening market penetration and increasing product utilisation will be central to success. The Director will drive clinical adoption of ISN's diagnostic technologies through targeted engagement with healthcare professionals and continuous education programs. Account managers will be empowered with technical training to bridge existing knowledge gaps and expand the application of available test parameters.



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On the operational front, the Director will oversee service contract delivery, ensuring that at least 80% of work orders are completed within 72 hours and that all customer issues are resolved swiftly and effectively solidifying ISN's reputation for service excellence.

With a strong emphasis on data-led decision-making, the Director will embed a culture of commercial intelligence across the organisation. By leveraging CRM insights and advanced analytics tools, they will deliver accurate monthly sales forecasts with 90% precision. Sales pipeline performance will be actively monitored to identify leakage points and implement timely interventions. Collaboration with the CTO will be key in optimising Microsoft Dynamics for predictive reporting and strategic insight generation – supporting agile, informed leadership at every level.

Finally, the Director will be responsible for building and sustaining a high-performance team. This includes hiring top-tier commercial talent, investing in structured sales capability development, and taking decisive action where underperformance persists. Through values-based leadership, the Director will foster a culture of excellence, collaboration, and purpose – positioning the Diagnostics Division as a high-impact growth engine within ISN Medical and a leading force in advancing diagnostic healthcare across Nigeria.





## Skills and experience:

### Experience & Background

- 10+ years of commercial leadership in B2B environments within technical or industrial sectors (Medical experience not essential).
- Proven track record in building and executing sales systems, leading P&L, and managing cross-functional teams.
- Have a solid understanding of complex product sales and scientific selling principles.
- Previous success in emerging markets or complex, high-stakes commercial environments.
- Experience with data-driven sales management, forecasting, and CRM systems.
- Have a demonstrable background in commercial excellence.
- Have previous experience in change management within a commercial environment– lead transformation without derailing current revenue goals.

### Skills & Attributes

- Talent Magnet – Skilled in identifying capability gaps, addressing persistent underperformance, and attracting high-potential, mission-aligned talent to elevate commercial effectiveness.
- Systems Thinker – Builds and embeds scalable, repeatable systems for sales execution, onboarding, and operational efficiency.
- Commercially Aggressive – Highly results-driven, with a strong focus on revenue growth, margin expansion, and market penetration.
- Customer Obsessed – Committed to delivering exceptional service, enhancing the customer journey, and deepening account value.



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- Change Leader – Leads teams through transformation with strategic clarity, while maintaining operational momentum and focus.
- Data-Literate – Applies analytics to inform sales strategy, forecast accurately, coach effectively, and optimise resource deployment.
- Quick Learner & Analytically Sharp – Excels at assimilating complex information, particularly in technical environments, and leveraging insights to drive performance.
- Strong Communicator & Trainer – Able to clearly articulate strategy, coach teams, and upskill talent to meet evolving demands.
- Exhibits Gravitas to Engage Stakeholders – Brings the presence and credibility to influence clinicians, OEM partners, and cross-functional teams.

## Cultural Fit

- Demonstrates strong intellectual curiosity and a passion for continuous learning – thriving in complex, fast-evolving environments.
- Capable of leading through change with agility and calm, maintaining business continuity even amid transformation (“changing the tires while the bus is moving”).
- Embraces a values-driven and collaborative culture, leading with integrity, humility, and a hands-on mindset.
- Exhibits high integrity and a strong work ethic, consistently doing what is right for the business, clients, and team.
- Passionate about developing people and building long-term capability, with a genuine interest in mentoring and growth.
- Fully aligned with an accountability-driven culture, where performance standards and organisational values go hand in hand.





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## **Additional *information:***

### **Location:**

Lagos, Nigeria

### **Direct Reports:**

~20

### **Travel:**

Limited

### **Start Date:**

ASAP



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## How to apply:

Please send your CV and contact details to Nicki Hallé who will contact you to discuss your application in more detail.



*Contact: Nicki Hallé*

Email: [nicki@millarcameron.com](mailto:nicki@millarcameron.com)

Phone: +44 2038 000 803



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## Who are Millar Cameron?

Founded in 2007, Millar Cameron is an executive and professional search consultancy that focuses on Africa and other emerging markets.

Our goal is to provide client-centric, tailored executive search, recruitment and strategic advisory. Our international reach paired with local market knowledge enables us to provide our clients outstanding leaders who deliver consistent results, irrespective of geography.

We employ a rigorous research driven search process to identify the best fit for our clients, taking into account both hard and soft skill sets.

Our extensive experience yields a robust approach to market intelligence and a longstanding network of global relationships.





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PEOPLE . PASSION . PERSISTENCE

*Oxford London Nairobi Cape Town*