

Product Manager Job Description.

Overall Position Objectives:

- Responsible for execution of marketing plans for defined product portfolio.

Position Responsibilities:

- **Commercial Results** - Obtains product market share by working with sales people to develop product sales strategies. Manage expenses within budget. Increase company's leadership position within dedicated market.
- **Brand Strategy** - Contribute to the development of global brand strategies for products, services, programs and other key initiatives, including establishment of value proposition, targeting & segmentation, positioning, global branding, product launch and lifecycle management.
- **Product Launch** - Responsible for leading and executing impactful product launches. Specific responsibilities include the development of brand strategy, marketing materials for all key stakeholders (salesforce, nursing homes, hospitals, patients, payers, etc.), price strategy, promotional plan, product training plan (salesforce & customers), product forecasting, inventory roll-out plan, sales tools, etc. Lead coordination with teams and other key stakeholders.
- **Portfolio Planning & Product Development** - Contribute to portfolio plans aligned to company strategy. Partner with R&D and counterpart to lead product development programs. Responsible for contributing to product scope, providing design inputs, validating product design, and development of launch messaging and materials, set configurations, etc. Leverage strong understanding of product development process and functional areas (quality, regulatory, etc.) to ensure on-time launches.
- **Customer Insights and Analytics** - Execute market research initiatives around customer needs and product validation. Provide technical expertise to assist in their execution. Stay connected with market needs through frequent interaction with customers (co-travel with sales consultants, attendance at industry meetings, review medical journals, etc.)
- **Business Planning & Execution** - Work closely with manager to develop business plans related to area of focus (i.e. business segment, product, region, etc.). Collaborate with other functional areas to execute plan. Apply understanding of the sales process to develop well positioned market messaging that can drive customer behavior. Partner with the sales force and field to effectively deploy.
- **People Management** - Position typically does not involve management of direct reports, but will provide direction and mentorship to members of the Group. The position involves extensive interaction with external partners requiring collaboration and management of the partner resources and development processes.
- **General Business Support** - Develop strong relationships with customers and key targets. Partner with Professional Education & Tradeshow groups to build promotional plans around key events and provide on-site support. Partner closely with Marketing and Sales Teams to gather input on customer needs and ensure strong alignment with product and company strategy. Be responsive in responding to requests from customers and sales reps. Work collaboratively with functional areas and Strategic Partners to ensure business issues are addressed.

Qualifications

- A minimum of a Bachelor's Degree is required.
- A minimum of 3 years progressive business experience in Marketing is required.
- A minimum of 2 years of experience in Medical Device or other healthcare regulated environment is preferred.
- Experience in developing and launching new products, services and programs to the healthcare community is required.
- Experience interacting with key customers and sales force is preferred.
- Excellent written and verbal communication and presentation skills are required.
- The selected candidate must have the ability to work in a hands-on, fast paced, customer focused environment.
- Worldwide or international experience is preferred.
- This position requires approximately 30% travel. Travel includes both domestic and international travel.

Skills

- Leadership
- Bargaining power
- Organization and Method
- Working capacity
- Ability to take risk
- Sense of the Team
- Ability to coordinate team activity
- Ability to work in a team and multi-task
- Stability
- Self-confidence
- Resistance to failure
- Social skills
- Ease of contact
- Sales Techniques, Marketing, customer service, negotiation.
- English language - high, spoken and written.