



## Job Description – Product Manager

### Reports To – Director, Product Management

#### Job Responsibilities

This position plays a role in executing the commercialization strategy with the support from the Director of Product Management. The PM will support upstream and downstream marketing initiatives including product lifecycle management, new product development, product launches, commercialization, forecasting and collaborate cross-functionally.

#### General Description and Duties:

*To perform this job successfully, an individual must be able to perform each essential task satisfactorily. The tasks listed below are representative of the knowledge, skill, and/or ability required to perform this job effectively.*

- Serves as the subject matter expert between engineering and marketing to drive manual and marketing material creation that is understandable to the end users
- Develops deep understanding of competitors and helps create competitive action and response plans
- Spends time in the field to gain global market and clinical insights, as well as builds relationships with key global physicians
- Supports Sales and Customer Service as a technical product expert
- Functions as a liaison with the engineering team and marketing to help determine the best technical implementation methods as well as reasonable implementation schedules
- Functions as a liaison with the engineering team to provide technical, clinical and market insights gained from time in the field
- Leads early phase development projects in order to provide clear requirements and customer feedback to the engineering and operations teams
- Works with Graphic Designer to create and update domestic and international marketing collateral and digital materials as needed.

#### Projects and Other Duties:

- Performs other duties as assigned

#### Position Qualifications

- Excellent written and verbal communication skills
- Ability to work independently and with confidence in an evolving, complex environment with a positive attitude and flexibility
- Passion and desire to work for a market-changing medical device manufacturer
- Proficient with Microsoft Office, specifically PowerPoint, Word and Excel
- Ability to communicate and present to senior level executives
- Ability to speak credibly to physician customers and field sales team
- Ability and willingness to travel up to 40%
- Highly motivated and target driven with a proven track record
- Prioritizing, time management and organizational skills

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- Ability to create and deliver presentations tailored to the audience needs
  - Relationship management skills and openness to feedback

**Minimum Education:**

- Bachelors Degree
- MBA Preferred

**Minimum Experience:**

- 5 years technical or marketing experience in the medical device industry