

Position Description for Chief Product Manager – Western Europe

Company

The client is a multi-national medical device manufacturer whose mission is to improve the quality of life through the design, development and manufacture of high quality, affordable medical products, for the benefit of patients and health professionals and with respect to their employees.

Role summary

Reporting to the Chief Executive Officer, this is an all-encompassing Product Management opportunity serving as a connection point between the company and distributors across the Western European territory. Aligned to the regional nature of the position, the role holder can be based remotely throughout the specified countries in Western Europe.

Responsibilities

Implement the Regional Marketing Action Plan related to the product line in order to reach the Growth Objective in the region.

1. Define priorities for his/her product line in the Region, through:

- *Market analysis
- * Targeting & positioning adjustment within the region
- * Pricing
- * Business case development

2. Develop and implement regional marketing initiatives related to his/her product line, especially related to digital activities

- * Identify needs for localized marketing collaterals in coordination with different vendors.
- * Define and implement regional product launch planning
- * Maintain NPI updates and communications for product line
- * Develop and cultivate a regional KOL network for respective product lines
- * Maintain ownership as product line point of contact for Western Europe

3. Preparation of Marketing Plan for Europe

- * Create monthly & Quarterly Reports under the supervision of the Senior Manager Marketing Europe,

* Maintain market watch including trends respective for product line responsibility including competitive intelligence.

4. Share information with other stakeholders within the company

* Coordinate information exchanges between the manufacturing managed by the company and the distributors in Western Europe, with a focus on clear and concise information to maintain forecast and orders.

* Coordinate monthly calls with the marketing and order processing team in order to maintain visibility of product line status, needs, issues and market intel.

* Routinely share updates with the marketing and NPI of the company to support the main product line.

* Work with the product engineering team to handle the customer complaints and feedbacks and report back to the customers.

5. Schedule calls & meetings to review product status and updates with the distributors in the region.

6. Develop an effective communication and operation in the marketing within the company.

Requirements

* Solid scientific background in Biology or Medical Education (BSc, MSc, PhD, MD, Pharm D) with a marketing/business training (Master in Marketing, MBA) beneficial but not required

* Proven experience in the medical device industry with a strong understanding of endoscopy products, technically and medically

* Experience in commercial product launch in the healthcare industry

* Skilled in Marketing, especially downstream marketing and marketing mix

* Familiar with Digital Marketing and CRM processes

* Skilled in clinical and demand generation marketing in medical device area.

* Experience with product life cycle management in disposable medical device

* Proven listening, negotiating and influencing skills

* Experience in selling as a field sales representative account manager is beneficial

* Experience in working in a multicultural environment

* Excellent communication & presentation

* Fluent English, other languages beneficial

Remuneration

Attractive remuneration will be offered in line with experience and would be firmed up during the interview process. If interested to explore please apply to enclose your CV in Word format and Cover Letter to se.arch@consultghi.com or to further discuss please text/call Greg O'Hanlon on 087 600 3620.