

## JOB DESCRIPTION

**Position/Title:** Director of Marketing/Product Mgmt

**Revision Date:** October 15, 2020

**Department/Division:** Marketing

**Reports to:** Managing Director, Global Sales & Marketing

### NATURE OF THE JOB

➤ **Basic Purpose & Objective of the Position:** *Provide a general summary of work performed, including major overall end results and the key means by which the end results are achieved. Give an idea of the general nature, purpose, and levels of skill and responsibility found in the position.*

The Director of Marketing/Product Management holds various responsibilities for the company's marketing and product strategy and is a key driver for the following:

- Marketing
- Strategy
- Product launch
- Drive Sales
- Surgeon Education & Training (Cadaver Labs, Fellowship Programs, Remote-based Programs)
- Marketing Channel Management (Distributor Engagement & Internal Sales Training and Management)
- Clinical Studies Execution and Management
- Key Opinion Leader (KOL) and surgeon community management
- Ambulatory Surgery Center Strategies and Execution

➤ **Principal Accountabilities:** *Summarize the main duties and responsibilities of this job. Indicate essential job functions with an asterisk (\*). Assign the percentage of time spent on the duty or task relative to total work time (5% minimum per duty). Percentages should total no more than 100%.*

**Duties & Responsibilities:**

Strategic Marketing

- Develop and execute sales and marketing strategy, positioning, and marketing plan.
- Lead/Support Product Launches
- Execution and Management of Key Clinical Studies, White Papers, Case Studies
- Establish effective working relationships with Sales, Clinical Specialists, key surgeons, internal cross-functional groups, and other staff groups to assist in guiding sales and marketing programs.

- Develop and execute high value brand and product recognition and communication initiatives
- Attend and execute branding efforts and events at major conventions and meetings
- Establish key strategic surgeon education and engagement initiatives for ExsoMed products
- Assist in KOL Management
- Increase market share for flagship product

#### Sales and Channel Management Strategies

- Develop and execute distribution engagement and management strategies
- Build business with key strategic accounts
- Manage Sales Training Initiatives (Cadaver Labs, Fellowship Labs, Virtual Labs, Remote-based Programs, etc.)
- Cadaveric Lab Execution/Management

#### Business Development

- Analyze and execute on business development opportunities with third parties, including holders of complementary technology and sales & marketing partners
- Group Purchasing Organizations, Health Systems, Integrated Delivery Networks, etc.
- Surgery Center opportunities

- **Knowledge & Skills:** *Describe the minimum proficiencies, technical skills, training, education and/or experience required to perform this job competently.*

**Education Level: BS, MBA**



**AND**



**OR**

**Min. Years of Experience: 7+**

**Field of Study/Area of Experience:**

Marketing, sales, product development, and business development experience in medical technology/life sciences industry

**Other Training / Technical Skills / Knowledge:**

- Strong leadership and management skills
- Sales/sales management experience
- Medical device and medical technology launch experience
- Technology (medical and/or consumer) experience a plus
- Orthopedic/Upper Extremity experience a plus
- Experience in marketing, business development, strategy in the medical technology/life sciences industry
- Excellent analytical, problem-solving, and communications skills
- Proficiency in MS Word, Excel, Project, PowerPoint
- Agency/Freelance management experience
- Cadaver Lab Execution/Management
- Operating Room experience

- **Abilities & Behaviors:** *Define the natural talents, behaviors, or developed proficiencies and skills necessary for the position.*

- Ability to communicate both verbal and written, emphasis on listening skills
- Team player
- Team management skills
- Strong analytical skills, ability to digest and summarize large quantities of information.
- Creative problem solver
- Self-motivated, highly-driven, ability to handle multiple complex tasks at once
- High level of personal integrity
- Personal and persuasive
- Strong presentation skills
- Successful track record in developing and nurturing client relationships
- Strong entrepreneurial drive
- External customer focus
- Financial aptitude, acumen
- Cadaveric handling experience
- Technical experience in Operating Room

## **SIGNATURES**

- *The signatures below indicate that the employee and manager have read, discussed and agreed that the information accurately reflects the work assigned.*

Employee (Print Name):

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Supervisor (Print Name):

Supervisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### ***Disclaimer***

*The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.*