

Job Description

Job Title:	Global Product Manager – Clinical	Revision Date:	4/27/2023
Work Location:	Norwood, MA		
Department:	Marketing		
Reports to:	Director, Clinical & Artel Product Portfolios	FLSA Status:	Exempt

Summary:

The Global Product Manager is an integral part of the growing Advanced Instruments Team. The individual will be part of a dynamic and fast-paced environment, leading cross-functional teams to develop and launch products and commercial strategies aligned with the company’s vision and strategy. The individual will be responsible for global management of our medical/hospital product lines including our osmometers (Chemistry), cerebrospinal fluid cell counter (Hematology) and anaerobic jar systems (Microbiology). He/she will be responsible for all business aspects of the product lines, including meeting top line growth and profitability targets.

This is a highly collaborative role, with close partnership with Sales, R&D, Finance, Quality, and other key functions. The role requires extensive customer collaboration and workflow understanding to ensure the delivery of a customer centric product roadmap.

The Global Product Manager will have a deep understanding of market dynamics and customer pain-points. He/she will be responsible for articulating the product line vision and roadmap to drive a compelling value proposition and long-term revenue growth.

Essential Functions:

- *Strategic Planning (5-year horizon)*
 - Develop 5-year product/market growth strategies with functional partners
 - Translate product strategy into detailed customer requirements and prioritized roadmap
 - Build market model for portfolio and future revenue streams
 - Conduct market sizing and prioritization of opportunities
 - Own product line roadmap in collaboration with R&D
 - Conduct in-depth VOC and customer research to develop compelling, market-focused value propositions, uncover workflow pain points, and deliver best-in-class products
 - Understand and communicate competitive landscape, responding to competitive opportunities and threats
- *Annual Operating Plan (1-year horizon)*
 - Global product line projections & budget (units, revenue, product mix, ASP, GM)
 - Identify 12-month revenue drivers & market focus
 - Define product pricing strategy and works with cross functional teams for implementation
 - Drive product launches with cross functional team including Marketing, R&D, Sales, Finance, and executive team members
 - Develop go to market strategies specific to target markets
 - Support the development & execution of the Marketing plan in collaboration with the Marketing team
 - Support commercial organization to deliver on revenue commitments
- *Sales/Customer/Marketing support (short-term focus)*
 - Execute tactical and commercial initiatives to drive product line growth and profitability with Sales & Marketing
 - Support training of the sales organization including sales training for international distributors
 - Conduct virtual and on-site product demonstrations
 - Provide responsive support to Sales organization regarding product information requests

Job Description

KPI's

- Product line revenue and profitability
- Execution on growth initiatives
- Delivery of product launch strategy

Attributes

The successful candidate will be passionate about product management and embody our core company values– customer centricity, ingenuity, ownership and accountability, collaboration, and integrity. Attributes required for the Global Product Manager to be successful:

- Customer focus, a collaborative style, innovative thought process, and goal orientation with a personal sense of urgency
- Ability to synthesize ambiguous and abstract information into content for presentations that will be used at the Senior Management and Board level
- Strong presence and negotiation skills
- Capability to influence and promote enthusiasm through excellent communications skills
- Dynamic, self-motivated, highly creative, and able to work independently with a proactive approach to take on challenging assignments
- Comprehensive market and product research abilities
- Active listening, impeccable communication, leadership skills and strong technical acumen

Experience Requirements:

1. This position requires 5-10 years of experience in product management, marketing, or sales, preferably in healthcare, diagnostic, or laboratory products.
2. Outstanding interpersonal and leadership skills. Able to lead and influence others – technical and commercially focused – tenacious and driven to succeed
3. Strong technical and business credibility with the organization and customers
4. Ability present information clearly and effectively to multiple audiences
5. Experienced presenting business opportunities and ROI to senior leadership and investment committees
6. Proven business and financial planning necessary
7. Track record in successful product launch and long-term revenue growth
8. Experience working with Salesforce and Showpad is a plus

Education Requirements:

1. A Bachelor's degree is required
2. MBA or product management training preferred

Physical Requirements and Working Conditions:

1. This position is primarily office-based (60%) with flexibility to work remotely (40%)
2. Occasional need to work outside of traditional business hours to support international business
3. Travel to customer sites, sales training, and exhibitions
4. Must be capable of clearly communicating with stakeholders

Application Process: Interested candidates should send their resume to: Juliem@aicompanies.com

Nothing on this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time