

Job Opportunity Notice

Job Title:	Product Manager, Clinical Chemistry	Revision Date:	11/02/2020
Work Location:	Norwood, MA		
Department:	Marketing		
Reports to:	Sr. Manager, Clinical Product Portfolio	FLSA Status:	Exempt

Summary:

The Product Manager, Clinical Chemistry is an integral part of the Clinical product team. The individual is passionate about building and managing products that drive value for our customers. He/she is responsible for driving the growth of the clinical chemistry product line globally. The individual will be part of a dynamic and fast-paced environment, working with cross-functional teams to develop and launch products that deliver the company’s vision and strategy and is accountable for the overall revenue achievement. Ultimately, this person is responsible for all business aspects of clinical chemistry product line, which includes meeting top line growth and profitability targets.

Essential Functions:

1. Has deep understanding of customer needs, market dynamics and industry data. Uses proven research methodologies and VOC to identify key opportunities for product development, business development and go-to market strategies to drive revenue and EBITDA growth for key products in clinical chemistry
2. Define product roadmap and strategy for your product line(s)
3. Identify and fill product gaps
4. Translate product strategy into detailed engineering requirements for quick time-to-market development
5. Develop clear value propositions, product positioning and product pricing strategies
6. Drive product launches with a cross functional team including marketing, engineering, operations, supply chain, finance and executive staff members
7. Develop a deep understanding of our customers, the buyer’s journey, competitive information, and regional market knowledge/trends
8. Evaluate and implement appropriate promotional tools for sales and distribution partners
9. Develop and provide training for sales representatives, distributors and/or end users, as needed
10. Use data to drive decision making to scope and prioritize activities based on business and customer impact
11. Understand and manage the impacts of product line and geographic mix
12. Act as a product evangelist to build awareness and understanding in the market
13. Work closely with the sales team to create demand in the market – frequently visiting customers together with Sales
14. Represent the company by visiting customers to solicit feedback on company products and services
15. Develop programs working closely with the sales team to create demand in the market and to drive instrument and consumable growth
16. Provide forecasted product line demand as part of the monthly operational process

KPI’s

1. Bookings growth by market segment and region, in absolute dollars and percentages
2. Gross profit by market segment and region, in absolute dollars and percentages
3. Average Unit Prices by product line
4. Unit growth by product line
5. Revenue and profitability potential of new product development programs

Attributes

Attributes required for the Product Manager, Clinical Chemistry to be successful are that of customer focus, a collaborative style, and goal orientation with a personal sense of urgency. Active listening, impeccable communication,

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and managerial courage are key components to building effective teams that will lead to success. Additionally, strategic agility and knowing when and how to effectively course correct are necessary traits

Experience Requirements:

1. This position requires five to ten years of experience in product management, marketing, or sales, preferably in the healthcare, diagnostic or laboratory products market.
2. Strong business, technical and marketing fundamentals are essential, along with the ability to identify key customer business pains and issues and articulate them verbally and in writing.
3. Approximately 30% travel to prospects, customers and trade events.

Education Requirements:

1. A Bachelor's degree is required.
2. MBA Preferred

Physical Requirements and Working Conditions:

1. Typical office environment.
2. Must be able to use basic office equipment: computer, printer, copier, telephone, etc.
3. Must be able to remain stationary for long periods of time.
4. Must be capable of communicating with stakeholders through various means.

Application Process:

Interested candidates should send their resume to:

Advanced Instruments, LLC
2 Technology Way
Norwood, MA 02062
jobs@aicompanies.com

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