

Job Description

Job Title:	Product Manager, Clinical Product Portfolio	Revision Date:	10/22/2021
Work Location:	Norwood, MA		
Department:	Marketing		
Reports to:	Sr. Manager, Clinical Product Portfolio	FLSA Status:	Exempt

Summary:

An integral part of the growing Advanced Instruments Team, the Clinical Product Portfolio Manager will be responsible for global management of our medical/hospital product lines including our osmometers (Chemistry lab), cell counter (Hematology lab). anaerobic jar systems (Microbiology lab) and bilirubinometer. In this exciting role, the Clinical Product Portfolio Manager will work closely with the Sr. Manager, Clinical Product Portfolio, customers, and cross-functional teams to identify, develop, launch, and manage products that drive value for our customers and grow our business. The primary objective will be to meet or exceed top line growth within acceptable profit goals.

The successful candidate will be passionate about product management. He/she will possess a highly collaborative, goal-oriented style with strong active listening and communication skills as well as a strong sense of urgency. He/she will also have a high level of strategic agility, knowing when and how to effectively course correct.

Essential Functions:

1. Responsible for all aspects of product management.
2. Develops and maintains a deep understanding of customers, the buying journey, market dynamics and competitive information.
3. 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.
4. Defines product roadmap and strategy.
5. Translates product strategy into detailed engineering requirements for quick time-to-market development.
6. Develops clear value propositions, product positioning and product pricing strategies.
7. Drives product launches with a cross functional team including marketing, engineering, operations, supply chain, finance, and the executive team.
8. Evaluates and implements promotional tools for sales and distribution partners.
9. Develops and provides training for sales representatives, distributors and/or end users, as needed.
10. Develops programs working closely with the sales team to create demand in the market and drive growth.
11. Uses data to drive decision making to scope and prioritize activities based on business and customer impact.
12. Understands and manages the impacts of product line and geographic mix.
13. Acts as a product evangelist to build awareness and understanding in the market.
14. Engages with customers to solicit feedback on company products and services.
15. Provides forecasted product line demand.

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

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Experience Requirements:

1. This position requires approximately 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 pain points and articulate them verbally and in writing.
3. Approximately 10% travel related to product development, customer visits and tradeshow.

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.

Employee Signature:

Human Resources:

Date:

Date:

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