

Job Opportunity Notice



Job Title:	Product Manager, Biopharma Aftermarkets	Revision Date:	05/27/2021
Work Location:	Norwood, MA		
Department:	Marketing		
Reports to:	Sr. Product Manager, Biopharma Product Portfolio	FLSA Status:	Exempt

Summary:

The Product Manager, Biopharma Aftermarkets is an integral part of the Biopharma business team and will use their knowledge of our customers and markets to develop a strategy and roadmap for the continued development of our service, software and consumable offerings. The individual is passionate about building and managing products that drive value for our customers. He/she is responsible for driving recurring revenue streams that meet the needs of the biopharma industry by building highly differentiated solutions that expand customer lifetime value (LTV). The individual will be part of a dynamic and fast-paced environment, working with cross-functional teams to develop and launch products and services that deliver the company’s vision and strategy. The individual is accountable for the overall revenue achievement of their portfolio. Ultimately, this person is responsible for all business aspects of the biopharma aftermarkets, which includes meeting top line growth and profitability targets.

Essential Functions:

1. Staying at the forefront of regulatory trends that impact osmolality implementation into biopharma workflows; pharmacopeia regulations (USP; EP; JP; CP); instrument and operational qualification of devices (IQOQ); 21 CFR part 11 and other data integrity regulations
2. Develops a high-level of understanding of data automation; and biopharma industry trends around data connectivity and AI
3. Customer engagement and collaboration to ensure business strategy is aligned with biopharma industry trends; and evolves to meet the future needs of the industry. Gathers feedback from customers, sales, and business management and through Voice of Market and Voice of Client market research to identify new market trends and opportunities
4. Cross-functional collaboration to ensure aftermarkets strategy is executed effectively across the organization; and the sales, support and service functions are equipped to deliver the customer experience defined in the aftermarket road-map
5. Drive best-in-class product and service differentiation by staying ahead of industry and regulatory drivers
6. Provides critical insights and recommendations, based on external and internal assessments, that define business growth initiatives and drive a sustainable advantage
7. Routinely monitors competitive landscape for significant shifts, articulates the implications for the business, and develops appropriate responses
8. Leads the innovation process for the assigned area(s), assesses opportunities, validates concepts for new service offerings through Voice of Market and Voice of Client work, defines requirements, and prepares business cases to support the investment in new service offerings
9. Creates launch plan for new product and service offering introductions and provides technical training as required
10. Recommends and executes implementation of new approaches to the current plan and strategy
11. Interacts with varying levels of internal and external stakeholders including direct client communication and public presentation
12. Supports a learning culture of continuous improvement by identifying and actively participating in and/or leading process improvement and change management initiatives as needed

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13. Exhibits outstanding presentation, communication, and writing skills, with the ability to inspire through persuasive presentation of information
14. Translate product and service strategy into detailed engineering requirements for quick time-to-market development
15. Develop clear value propositions, product positioning and product pricing strategies
16. Evaluate and implement appropriate promotional tools for sales and distribution partners
17. Develop and provide training for sales representatives, distributors and/or end users, as needed
18. Act as a product evangelist to build awareness and understanding in the market
19. Represent the company by visiting customers to solicit feedback on company products and services

KPI's

1. Bookings growth by market segment and region, in absolute dollars and percentages
2. Customer lifetime value; service attachment rates; consumable utilization
3. Gross profit by market segment and region, in absolute dollars and percentages
4. Average Unit Prices by product line
5. Unit growth by product line
6. Revenue and profitability potential of new product development programs

Attributes

Attributes required for the Product Manager to be successful are that of customer focus, a collaborative style, and goal orientation with a personal sense of urgency. Active listening, impeccable communication, 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 three to five years of experience in product management, marketing, or sales, preferably in life science, biotechnology or laboratory products market.
2. Knowledge of pharmaceutical development and GMP manufacturing processes.
3. Knowledge and experience with Software Maintenance, Service Plans and/or related premium consulting services
4. Product marketing and product management (upstream / strategic marketing) skills including the launch of new products or services.
5. 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.
6. Project management skills.
7. Advanced Microsoft PowerPoint and Excel (i.e. pivot table) skills.
8. Approximately 30% travel to prospects, customers and trade events.
9. This is a global position so requires the ability to interact across multiple time zones

Education Requirements:

1. Bachelor of Science degree in related science or engineering field 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.

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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.