



## **Senior Marketing Product Manager** **September 2017**

### **Description**

HemoSonics seeks an experienced Senior Marketing Product Manager with a proven track record of launching novel, high-value diagnostic products to lead the launch of the Quantra™ Hemostasis Analyzer into the Point of Care hospital setting.

The successful candidate will thrive in a small company environment and have a deep background and understanding of the hospital critical care / surgical environment, as well as, knowledge of the laboratory and regulatory requirements associated with the use point of care diagnostic devices in the clinical / surgical setting. This position reports directly to the VP of US Sales and Marketing.

### **Key attributes of the successful candidate:**

- Functions with minimal direction.
- Able to influence decision making with senior management, core team members and subordinates by seeking facts, facilitating open dialogue and comprehensively appreciating ramifications from decisions.
- Deep strategic understanding of role of clinical data and KOL influencers in market adoption and experience developing such data and relationships.
- Able to clearly articulate product value drivers.
- Excels under stressful conditions and deadlines.
- Able to design, interpret and incorporate both quantitative and qualitative research into strategic and tactical plans.

### **Key Responsibilities:**

- Define and execute US positioning, messaging and branding to demonstrate product value and differentiation.
- Launch Quantra Hemostasis Analyzer™ in the US.
  - Define and execute marketing collateral, including website, brochures, etc.
  - Develop influencer program (med-ed, speakers bureau, etc., in conjunction with Clinical Affairs) and user groups.
  - Develop and execute comprehensive conference presence at relevant US conferences.
  - Achieve company revenue and department penetration goals.
  - Manage all aspects of the product, including service, QC, product enhancements, IT integration, etc.
  - Understand and support the detailed use cases, including LIS integration, QC and result communication.
- Define product enhancements and potential new features/cartridge.



**Education and Experience Required:**

- Bachelor's Degree in a Life Science or Business with a minimum of 10 years' experience.
- Demonstrated successful launch of a novel POC diagnostic product in the hospital setting.
- Experience working with lab and IT personnel on the integration and interface of devices on hospital networks and information systems.
- Working knowledge of medical device industry products, development and/or manufacturing is necessary.
- Must possess the computer skills necessary to utilize commercial software packages such as data analysis, spreadsheets and word processing.
- Demonstrated ability to interact and communicate effectively with multidisciplinary teams and external partners.
- Demonstrated strong written and verbal communication skills.
- Extensive experience interfacing with clinicians and hospital stakeholders.

The position is based in Durham, NC.

To apply, please email your cover letter and resume to:  
[careers@hemosonics.com](mailto:careers@hemosonics.com)