

EXTERNAL JOB POSTING

Job Title **Product Manager, Implantables**

Req# 603-11

LOCATION: **Valencia**

POSITION SUMMARY:

The Product Manager - Implantables will be a key strategic partner of the Marketing team and will be responsible for leading the commercial aspects of the company's line of emerging implantable products. This position will manage critical processes related to business planning, marketing plans, product training, portfolio management and development, market research, new product launches, business performance tracking, and multi-channel marketing. Responsibilities include the creation of a strategic marketing plan based on customer needs, identifying specific marketing tactics in the plan, and directing the execution of that plan through operational and organization excellence.

The Product Manager - Implantables is expected to implement and manage all marketing aspects for the company's implantable line of products. This includes long range strategic planning, financial analysis, and short-term tactical execution and commercial rollout. The Product Manager - Implantables is expected to achieve planned sales and profit growth rates by bringing innovative new products to market, by maintaining strong business relationships with key industry opinion leaders, and by actively working with and supporting the field sales force.

This position will direct, design and implement a comprehensive product marketing plan and sales training plan which may include establishing detailed business plans, competitive strategy development, pricing analysis, sales/revenue forecasts, product launches in market, analysis of distribution, and sales/physician training.

SPECIFIC DUTIES AND RESPONSIBILITIES:

- Interface closely with the company's commercial executive team, customers, and the sales force to develop and execute impactful product strategies, including support tools and comprehensive product training and sales materials.
- Works with commercial executives to set priorities, identify critical success factors, measures and tracks results based on sound qualitative and quantitative analysis.
- Works with sales executives to prepare quarterly forecasts and long-range sales budgets for the product line.
- Ability to perform financial modeling and forecasting. Must be knowledgeable and capable of performing net present value, rate of return and breakeven calculations.
- Maintains ongoing awareness of performance to budget and takes corrective action as needed for the implantable product line.
- Develops comprehensive plans for bringing major new products to market and actively leads the development effort including after sales training and support.
- Analyzes product line performance from both a quantitative and qualitative vs. budget and identify gaps or areas for improvement.
- Establishes pricing strategies, list prices, and discount structures while understanding and communicating reimbursement coding and coverage.
- Identifies and drives opportunities for future sales and strategies against the backdrop of competitors, new market entrants and global expansion.
- Leads in the development of the implantable franchise by educating physicians, hospital personnel, Bioness sales team, and consult on technical matters.
- Seeks out, develops and maintains strong corporate relationships with key executives, outside sales force, key opinion leaders, physicians and clinicians.
- Provide sales support and strong linkage to sales organization.
- Identifies and executes appropriate market research needed and interface with physicians, clinicians, sales force, R&D, regulatory affairs, operations and quality assurance staff regarding new products and product enhancements.

- Travel 30-40% of the time.
- Able to perform other essential tasks assigned.

EDUCATIONAL REQUIREMENTS:

Bachelor Degree in Marketing or Business Administration or related field required. MBA preferred.

EXPERIENCE REQUIREMENTS:

Minimum of 6-8 years of experience in medical device marketing or sales with 3-4 years experience in product marketing or surgical sales. 4+ years of product management experience and commercial product launch experience within the medical device field required. Must have proven track record in successfully taking surgical products to market with P&L responsibilities. Previous experience in training an outside surgical sales force highly desired. Must have cumulated 100+ hours in prior work experience in the operating room (OR), ambulatory surgical center (ASC) or related.

DESIRED SPECIFIC EXPERIENCE:

Neuromodulation, spinal cord stimulators or cardiovascular experience preferred as well as large company experience with P&L experience.

KNOWLEDGE, SKILLS AND ABILITIES:

- A tremendous work ethic and strong desire to position Bioness as a leading neuromodulation company.
- Extensive direct work experience with commercial product launches and product management, particularly in medical and surgical devices.
- Demonstrated background in marketing and/or selling implantable or surgical products with double digit year-over-year growth within three years after launching a new product.
- Strong strategic thought process with strong bend toward execution.
- Seeks out, develops and maintains strong corporate relationships with outside sales force.
- High energy and excellent interpersonal skills.
- Ability to build effective relationship across various functions.
- Demonstrated leadership traits and abilities.
- Goal-oriented, metric driven and results based.
- Strong analytical, presentation, written and communication skills.
- Ability to thrive in a fast-paced, entrepreneurial environment.
- Ability to work well and excel under pressure and tight deadlines.
- Ability to present and discuss high level programs and promotions with senior executives.
- Excellent skills in MS Office including PowerPoint and Excel.

Bioness Inc.™ offers a competitive compensation package, excellent benefits and growth opportunities. We are an equal opportunity employer, committed to hiring a diverse workforce, M/F/D/V.

CONTACT: **Submit resume to careers@bioness.com**