MONTERIS® MEDICAL	www.monteris.com	**Document Type:** Job Description
	Document Revision History – See Agile	

Department: Marketing

Supervisor: Director of Marketing

Classification: Exempt

Purpose and Scope

The Product Manager will be responsible for product marketing aspects of the NeuroBlate® System. This position will primarily focus on identifying, defining and executing market development programs and activities to drive product adoption within accounts, as well as new business. This role will have a primary emphasis on the development and launch of tools and programs that bring awareness and utilization of Monteris equipment within accounts. The individual in this role will be responsible for delivering communications to internal and external customers regarding Monteris products and developing sales and technical support tools.

Primary Organization Responsibilities

- Works closely with field organization and marketing team to identify, define, develop and launch educational programs and tools to be used in accounts to broaden awareness and adoption of NeuroBlate procedures.
- Identify referral audience opportunities for NeuroBlate and develop appropriate messaging for these referral channels. Together with sales force, implement targeted referral programs to drive NeuroBlate usage within accounts. This may include educational programs, communications tactics, sales initiatives, and peer-to-peer outreach within accounts.
- Develops, launches and defines metrics for success for physician education programs. This includes curriculum development, faculty identification and “train the trainer” activities, and follow through on physician adoption of NeuroBlate technology.
- Define strategy and execute tactical plan for corporate and product communications, such as industry participation, digital/social media, and internal field force outreach.
- Works with clinical affairs to identify marketing opportunities for clinical data publications, posters, presentations at conferences, etc., and leverages clinical news in communications plans.
- Lead industry conference participation strategy and Monteris sponsored symposia, leveraging internal stakeholders to implement successful events.

Secondary Organization Responsibilities

- Provides support for the NeuroBlate System Portfolio which may include implementing product marketing plans, establishing product positioning statements and strategies, providing pricing analysis, product launch/re-launch support, and the development of collateral and inventory management.
- Works closely with sales, clinical and R&D teams to understand customer needs, clinical workflows, and perceived application barriers for assigned projects. Establishes strategies for procedural market development in conjunction with sales; provides resources for account development including reimbursement support, product justification and ongoing training.

- Provides Voice of Customer input as needed through product development, product implementation, installation and review to Manufacturing, R&D, Quality and Sales. In conjunction with R&D and Regulatory Affairs, drives product line extensions to meet market demands and customer expectations. Interfaces with both clinical end user and economic buyer customers to assist in development of product strategy and planning for go-to-market activities.
- Provides analysis of competitive information and recommends product enhancements to respond to competitive opportunities.
- Provides input and clinical accuracy oversight in the development of marketing collateral, presentations, and customer facing documents.
- Provides input to operations as assigned for product forecasting, obsolescence plans, and launch of new products.
- Ensures all product promotion, development and applications are compliant at all times with all relevant regulations relating to FDA, ISO and EU directives, including GMP, MDR and complaint handling.
- Performs other duties as directed or assigned.

Personal Qualifications and Experience

Education/Experience

- Bachelor's Degree in Science, Marketing, Business, or related is required. MBA or advanced degree preferred.
- 4-7 years product marketing experience in the medical device industry.
- Experience in neurology field is desired.

Skills/Abilities

- Possesses the attitude of a true team player, committed to creating a "communication hub" for the company product lines; a resource person for all departments and resident expert on current portfolio. Effectively builds and maintains positive relationships across all organizational levels while working in a team driven environment.
- Demonstrated strong initiative in accomplishing work output to timelines and budgets. Ability to develop objectives, work plans, and projects that are aligned with department and corporate strategies. Effectively manages large workflows and multiple projects at once.
- Possess energetic initiative, is an effective and willing communicator, and a team player committed to consensus building. Is goal-driven and committed to excellence.
- Proven ability to work in a matrixed environment.
- Strong communication skills, both written and verbal, to varying technical and non-technical audiences.