

Job Description

Position: Director of Product & Market Management

Roles and Responsibilities:

- Collaborate with lead customers, application and product engineering teams to identify and understand customer requirements for current and future products.
- Create business cases to justify and prioritize line extensions as well as adjacent products for launch to support PBS sales growth. Work with head of program management and product engineering to prioritize product development priorities, targets and timelines.
- Research and develop competitive analysis, market pricing strategies, models, and launch strategies.
- Direct creation of digital and print marketing content. Manage PBS participation in conferences and industry associations.
- Prepare and deliver technical presentations explaining products and process development services at conferences, customers and prospects. Develop content in collaboration with Application Engineering, R & D services, customers and partners.
- Manage PBS validation and regulatory efforts in conjunction with head of quality to ensure compliance with the evolving needs of cell therapy customer base. Create validation guides and other supporting regulatory material.
- Coordinate and prioritize data generation and collaboration priorities based on market and product strategy needs.
- Collaborate with sales team for mid to long term forecasting and budgeting.
- Work with customer service to track and trend customer complaints.
- Develop and deliver sales training material to Business Development Managers

Requirements:

- Bachelor's degree in a scientific discipline. MBA, finance, marketing training all desirable.



- At least 3 years experience in product management or applications engineering in bioprocess or other life science supply industry, cell therapy preferred.
- Experience in cell culture, bioreactors, cell and/or gene therapy all desirable.
- Strong communication (verbal, written, listening) skills; team-player with good interpersonal skills and ability to communicate across multiple disciplines successfully and accurately (internally and externally).
- Must have strong leadership skills and ability to lead multi discipline teams.
- Flexible and adaptable to changing priorities.
- This position will report to the VP, Global Sales.
- Business travel average 25% predominantly NA but occasionally Europe and Asia.