



Position Title: Marketing Manager, Global Product Management and Market Development

Responsibilities

- Manage the LifeVest marketing effort and product management team in conjunction with the Vice President of Marketing.
- Drive the development and execution of Market and Product strategies and tactical plans.
- Actively support the worldwide selling efforts, including close collaboration with the field sales force. Provide product, competitive, and clinical data analyses to global sales force.
- Create comprehensive marketing collateral based on clinical indication driven market segments, including design and execution of messaging, promotional materials, sales tools, and proof sources.
- Responsible for managing new product planning, including collaborating with product development teams to ensure process is focused on customer needs minimizing time-to-market.
- Design and implement promotional programs to maximize impact of sales efforts.
- Manage the analysis of customer satisfaction data and apply such data to improve marketing and product strategies. Foster relationships with key clinical individuals/organizations within the industry.

Requirements

- Prior product management experience in necessary for this position.
- Masters Degree or a minimum of 7-10 years of experience.
- Experience with sales in the cardiac arena of healthcare.
- Excellent analytical, strategic thinking and problem solving skills; strong verbal and written communication skills, and well-honed interpersonal and leadership skills.
- Ability to interpret and convey clinical data required.
- Must be an effective team leader in a fast paced, high visibility environment.

To apply

- Send resume and cover letter in Word or PDF format to jobs@zoll.lifecor.com. Include position title in subject line.