

## Product Marketing Manager

**Contract:** CDI, permanent

Gecko Biomedical is a fast-paced medical device company, dedicated to the development of innovative tissue reconstruction solutions. We are leveraging our technology platforms to develop novel solutions to disrupt the field of surgery and positively impact the life of patients.

We are actively looking to recruit a **Product Marketing Manager** to be part of Gecko's Team. The Product Marketing Manager is the marketing owner and driver of the success for our SETALUM™ Product line globally. This is a general management role that requires Marketing strategy development and oversight while contributing to, influencing, and developing the market for our product. This will include: Marketing Plan Development, Marketing Material Development, Sales and Training Materials development and training, Distributor management, Forecasting, Pricing, and New Product launch.

### Duties & Responsibilities

- ✓ Maintain product expertise for products/franchises, including market sizes/trend share, customer needs and targeting, product performance/benefits/weaknesses/positioning.
- ✓ Provide on-going support of requirements for new product development and feed those into senior leadership team - including customer requirements definition, product concept validation, financial analysis.
- ✓ Maintain worldwide market expertise for Product Line (SETALUM™), including in-depth knowledge of competitor products and strategies, market trends and dynamics, market/franchise critical success factors, and customer needs.
- ✓ Develop strategies to enhance market access and market development activities, including distributor selection and management/collaboration.
- ✓ Develop and update annual marketing plans/strategies including market analysis, customer segmentation and targeting, product positioning, competitive assessments, and SWOT or other situation assessment.
- ✓ Support of new product launches, develop marketing plans and launch strategies.
- ✓ Create and develop strategies for new product commercialization.
- ✓ Drive launch readiness by developing product inventory timing, marketing programs, and working with the other functional leads (Finance, Development, Manufacturing, etc) to prepare and execute on launch.
- ✓ Manage creative agencies to plan, develop, and execute new materials.
- ✓ Develop Plan & update forecasts regularly to support global marketing efforts and field sales teams whether direct or distributor/agents.
- ✓ will drive and be held accountable to deliver Sales, Margin, and spending goals for SETALUM™ products.
- ✓ Success will be measured against sales and margin expectations, sales rep/distributor competency/knowledge level and market image.

### **Job Environment/Interactions**

- ✓ Act as the face of the Marketing function to the rest of the Gecko's organization.
- ✓ Partner with regulatory colleagues in the review and negotiation of materials to ensure competitiveness, accuracy, and compliance.
- ✓ Work with Clinical/Regulatory to develop and drive strategic publication initiatives supporting new product launches and data to use for launch.
- ✓ Support other company wide initiatives from a marketing perspective with respect to development of new products in different indications.
- ✓ Be expected to be responsive and able to directly Address questions and requests of senior management.

### **Qualifications & Skills**

- ✓ B.S., Marketing, Business or Science. Preferred Education: Veterinary Technician/Nurse, DVM or other advanced medical degree, or MBA.
- ✓ Three year's sales management or prior experience in product marketing in the medical devices sector highly preferred. Job requires substantial strategic, financial, market analysis and advanced communication skills.
- ✓ Excellent English and working knowledge of French needed.
- ✓ Frequent travel (up to 50%) across Europe expected.
- ✓ Knowledge/ability to develop and execute a "new" product launch.
- ✓ Requires strong analytical skills as well as written and oral communication skills.
- ✓ Must be able to understand technical and scientific information.
- ✓ Must be willing to understand and comply with Regulatory requirements.
- ✓ Must be able to influence and motivate individuals from sales, marketing, and other functional areas to drive product sales.
- ✓ Must be able to complete multiple projects simultaneously with tight deadlines

### **Job Competencies & Personal Attributes**

- ✓ Excellent leadership skills.
- ✓ Great communication and presentation skills.
- ✓ Autonomy and 'Can do' attitude.
- ✓ Hands-on approach.
- ✓ Strong proactivity and problem-solving capabilities

The Product Marketing Manager will report to the Head of Corporate Affairs. The position is based in Paris, France. To apply to this position please email your CV to [jobs@geckobiomedical.com](mailto:jobs@geckobiomedical.com).