



<https://www.biolinek360.com/job/product-marketing-manager/>

## Product Marketing Manager

### Description

Title: Product Marketing Manager

Location: Silicon Valley

Reports to: Group Director

Type of role: Hybrid

Salary: 120-190K

This is a privately held, global medical device company with HQ in the Bay Area. This role will require being in site 2-3 days/week.

The Product Marketing Manager provides product and market oversight for assigned products. The position has P&L responsibility and oversees all strategic planning, pricing analysis, portfolio management, competitive market analysis, and budgeting for assigned products.

This person will work as a marketing advisor providing product and market overviews, coordination of product development activities, and in-depth business case analysis. This person will collaborate closely with downstream marketing managers, clinical marketing, marketing operations, R&D, operations, and other internal stakeholders.

### Responsibilities

- Lead the design, creation, and successful execution of marketing programs & business objectives
- Be the expert of product knowledge and SME for market trends, analysis, product pricing, and promotions.
- Establish systems, programs, policies, and procedures to develop, plan and implement product launches and new distribution channels.
- Lead the upstream marketing activities on development projects. Compile user needs through surveys, clinical observation, data collection, and clinical labs.
- Lead the development of support material, advertising, and collateral tools in collaboration with the Marketing team and outside agencies. Ensure all marketing collaterals meet company-approved branding and trademark guidelines and obtain final approval from the appropriate departments.
- Provide content on marketing strategy, competitive comparison, market dynamics, sales support materials, and key marketing programs.
- Work closely with key surgeons and product development to define market and product requirements for new products and markets needed to enable key surgical procedures further and drive procedure adoption.

### Qualifications

- Requires 5+ years experience in medical device marketing
- Bachelor's degree in Marketing/ Business or related field required. MBA preferred.
- Ability to travel overnight (30%) with some weekend travel within the United States and internationally.

### Hiring organization

BioLink 360

### Employment Type

Full-time

### Job Location

San Jose, CA

### Base Salary

\$ 120,000 - \$ 190,000

### Date posted

January 31, 2024