



[2020-34] 3D MODELING MARKETING MANAGER

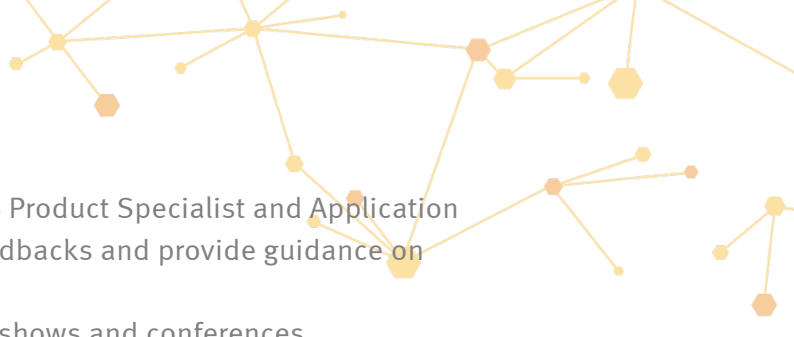
EOS imaging is an international group, specializing in innovative imaging and image-based solutions for musculoskeletal pathologies and orthopedic surgical care. EOS imaging dedicates its efforts and skills to the improvement of patient treatments and outcomes through low dose imaging, complete and precise patient data and surgical planning based on 3D patient anatomy.

This position is based in Paris.

The 3D Modeling Marketing Manager is responsible for EOS imaging 3D Modeling product offering that includes pre-op assessment, preparation of 3D models for surgical planning, post-op assessment and follow up with focus on spine and lower limb pathologies. 3D modeling offering includes “In house” processing of EOS images that is performed in the hospital by radiology or orthopedic teams and “Outsourced” processing provided by EOS 3DServices via SaaS programs. 3D Modeling Marketing Manager works in close collaboration with Marketing, Sales, Applications, R&D, Q&R and Clinical departments.

RESPONSIBILITIES

- Responsible for 3D modeling product offering worldwide.
- Manages all stages of 3D modeling product lifecycle and is responsible for 3D modeling Product Road Map.
- Responsible for Market and Competition analysis.
- Responsible for Marketing Requirements of 3D modeling products while ensuring its alignment with whole Advanced Orthopedic Solutions Portfolio.
- Defines Product Value Proposition, Business case and ROI.
- Aligns all relevant internal stakeholders around 3D modeling Product Strategy.
- Responsible for the prioritization of customers’ needs vs internal stakeholder needs all along the product development lifecycle in order to meet strategic goals and timeline.
- Responsible for the product offering, pricing and positioning.
- Responsible for Go To Market Strategic Plan and associated KPI’s definition, execution and monitoring.
- Responsible for training, education and certification of AOS, Sales and Market Development and Application teams.
- Works in close collaboration with AOS Product Managers to ensure the coherence and alignment in between the products especially with Auto-Data transfer, EOS Portal and EOS Apps.
- Participates in the definition of Global AOS Strategic Road Map.

- 
- Works in close collaboration with AOS Product Specialist and Application Specialists in order to gather customers feedbacks and provide guidance on implementation of existing products.
 - Represents company during key tradeshows and conferences.
 - Works in close collaboration with Market Development teams and AOS Production teams to defining and reporting of implementation and utilization of KPI's.

REQUIREMENTS

- 3-5 years of proven product management or marketing management experience in radiology, orthopedics, dental industries or medical data processing.
- Demonstrated leadership characters and capabilities.
- Excellent organization, planning, communication and decision making skills.
- Fluent in French and English.
- Experience with products leveraging AI is an advantage.
- IT Skills: MS Office, Databases, Business Analytics tools (Power BI is a preference).

Additional Information

- Location : Paris, France
- Travel time ~ 40-50 %
- 100% Office Based
- Reports to AOS Director

You want to join a dynamic team and you are passionate about the field of medical healthcare? Do not hesitate any longer and send us your application on baubine@eos-imaging.com by precisising the reference number: **2020-34**.