

[Ref 2022-43] EOSedge Product 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.

The company is part of the Alphatec Spine group.

Proud of the products they develop, the EOS Imaging teams enjoy working in a dynamic and friendly environment, where everyone is committed to advancing the projects by giving their best.

That position is based in Paris.

Primary Objective: Reporting to the marketing department, the Product Manager oversees the Product Lifecycle for EOSedge platform, gathering and prioritizing product and customer requirements, defining the product vision, and working closely with engineering and clinical teams, to deliver winning products while providing field-based support to develop, maintain and growth the sales of imaging products to clinicians.

ROLES AND RESPONSIBILITIES

- Collaborate to effectively provide strategic direction for the assigned product lines and key product marketing deliverables by establishing strategies and plans that support corporate and business objectives.
- Develop internal/international partner networks and strategic partnerships and contributes to the improvement of product management processes.
- Obtain and translate market research data, customer feedback, and technology trends into product requirements.
- Provides competitive analysis (potential sales, pricing, gap analysis) market research and trends where needed.
- Complete marketing efforts to understand product segment influencers including customer demographics, competitive assessments, and market needs
- Develop and implement product plans that highlight competitive landscape, customer needs, market analysis including market models, and strategic direction to meet corporate and business objectives.
- Participate as a member of cross functional product development teams.
- Manage product training/educational tools to field sales and other strategic channels (e.g. distribution).
- Provides sales channel support which may include special presentations, collaborating with MarCom on tradeshow, events, collateral, sales tools, channel onboarding and training.

- Partner with finance, sales, and supply chain to develop the forecast and manage operational issues for the product lines.
- Define and implement clear product positioning, pricing, and value propositions for assigned and its associated products.
- Keep up to date on new developments and trends to understand customer and market needs for assigned products.

REQUIRED EDUCATION & EXPERIENCE

- Bachelor's degree
- Language: French & English
- 2+ years of successful related business experience, including, medical device
- Demonstrated success working as an integral cross-functional team member
- Tangible experience of routinely working with customers and sales personnel

REQUIRED KNOWLEDGE, SKILLS & ABILITIES

- Strong cross-functional collaboration skills with demonstrated ability to effectively utilize internal resources to meet project deadlines and objectives.
- Excellent interpersonal and communication skills, including the ability to listen and assess customer needs, translating those stated customer requests into need statements, prioritize needs/requirements, and communicate them cross-functionally.
- Ability to properly determine key product market research priorities and use the appropriate market research methodologies to quantify market behavior either through quantitative, qualitative, or analytical research tools.
- Comprehensive understanding of the marketing process.
- Strong relationship building skills to constructively foster relationships internally and externally.
- High level of motivation with the ability to operate as an individual and team contributor or leader.
- Proficiency in Microsoft Office (Word, Excel, PowerPoint, Outlook, Project).
- Ability to travel up to 20% of the time.

Preferred Qualifications

- Prior experience including hospital environment
- Clinical aptitude of medical imaging, medical devices, and/or orthopedics.
- Experience working with a variety of different medical device sales/ distribution partners.
- Technical aptitude and/or prior experience working with technical products.
- Experience with executing product launch

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 careers@eos-imaging.com by precising the reference number: 2022-43.