

KING SYSTEMS CORPORATION

Noblesville, Indiana

Global Product Marketing Manager

POSITION DESCRIPTION

REPORTS TO: Director, Global Marketing

PURPOSE:

The Product Manager will be responsible for developing strategic plans to address current needs and unrealized market trends, providing a framework for new and existing products and services.

This is a newly created position with a rapidly growing international medical device manufacturer. Companies' products and services are utilized in the Respiratory, Anesthesia, Airway, Critical Care, Emergency, and Pre-Hospital markets.

RESPONSIBILITIES:

- Responsible for product management activities required to develop and implement King's business objectives
- Develops and maintains product marketing plans to produce maximum sales, growth and profitability
- Establishes and maintains a strong competitive position through strategic and tactical identification of marketing opportunities
- Develops marketing promotional and communication programs
- Provides leadership role in establishing general product management fundamentals
- Establishes, implements and maintains "best practices" in product management
- Manages all aspects of product marketing plans to ensure the achievement of financial/budget expectations for King's product line strategies
- Meets all marketing phase gate requirements in the King Systems product development process
- Employs market research tools as required to identify and interpret changing user attitudes, demands, and needs for existing company and competitive products
- Develops and makes recommendations on product sales forecasts and production inventory issues to Demand Consensus and S& OP meetings
- Ensures timely communication to appropriate marketing and sales personnel relating to promotional materials and development of effective sales aids and clinical education support materials

- Responsible for providing support to field sales with regard to product knowledge, clinical information and training, to include a fairly high level of travel with sales people and representing Kings Systems at trade shows and workshops
- Compliance with all local quality policies/procedures/practices through consistent application of sound Quality Assurance principles
- Establish strategic marketing objectives for King Systems and develop strategic and tactical / business plans which effectively address emerging or unmet market opportunities; create a model to be used to set up modeling/evaluation scenarios that will enable King to lead as well as to react quickly to market and consumer trends
- Organize, plan, direct and control a strategic marketing function and a competitive intelligence system/network which will sense/seek new product and business opportunities that might impact King System significantly as either an opportunity or threat, and facilitate the building of this "scanning" capability into each business unit
- Analyze products and services emerging across the King organization to develop a cohesive, coordinated rollout strategy for 1-3 year window
- Implement an extensive market research effort across all product lines to effectively draw a "picture" of current market position and develop a synergistic growth strategy that creates a strong platform to base continued product/service development and a shared vision on which to base a 3-5 year strategic plan
- Maintain a comprehensive understanding of King's key businesses and seek ways in which these can be nourished and leveraged across businesses to achieve and hold competitive advantage
- Ensure that there is a consistency among product design, graphic development and marketing communications on all levels; focus brand development on growth and the capture of new and unrealized markets
- Assist organization to think outside the "box" and challenge the organization to keep the corporation on the cutting edge of market niche

SELECTION CRITERIA:

- 8-plus years proven experience establishing and executing strategic marketing plans, managing transition from vision through design to implementation; designing and developing strategies for capture of new business; demonstrated hands-on experience with strategic planning process to a sophisticated audience highly desirable
- Strong knowledge of how to function in a highly regulated environment
- Superior knowledge of marketing principals and theories, medical device and healthcare delivery sectors
- Individual with general management capability in a complex organization preferred
- Ability to view the "whole picture" to provide a clear and identifiable brand identity to the end user's eyes
- Excellent analysis skills; ability to work with existing data to identify trends, commonalties and deficits. Proven ability to identify areas of strength, weaknesses and opportunity; computer literate; capable of tracking, communicating and analyzing data for executive decision-making and integration into strategic plan

- Solid technical working knowledge of device product development and financial planning organizations, service driven organizations and the FDA
- Organizational and planning skills; experience in selling decisions and strategies based on strategic marketing principles to a senior management audience
- Proven experience managing promotional budgets, developing successful business and marketing plans; actively leading business development efforts for fast growth companies known for rapid brand recognition and clear differentiation in competitive arena
- A strong strategic entrepreneur/implementer, proven ability to manage staff to maximize creativity and meet deadlines, updating existing marketing communications literature and plan effective promotional campaigns to meet organizations' strategic objectives
- Experience with high performance work team concept and decision mapping techniques highly desirable
- Proven ability to function as a member of a highly integrated, close knit senior managerial team
- Measurable successes in marketing, business development and portfolio management; proven success leading the identification, pursuit and capture of new market opportunities
- Education requirements will be met with a Bachelor's degree in a business or engineering discipline; MBA highly preferred
- Solid grasp of Financial Modeling, Accounting Procedures, Pricing, Product Development, Communication and Strategy, Project Management Processes
- Computer knowledge to include Excel, Lotus Notes, Microsoft Office, Power Point, Word, etc

PERSONAL QUALITIES:

- Excellent written, verbal and presentation skills, ability to present data and conclusions using state-of-the-art illustrative presentation materials, uses the latest communications technology to facilitate ability to communicate with the organization
- Strong, persuasive and professional presence externally; history of reaching goals by communicating both vertically and horizontally within an organization
- Credibility in the communications end of the business
- Ability to conceptualize and effectively communicate, both horizontally and vertically throughout the organization, a "vision" of the organization that is aligned with a shared strategy
- A mature individual who can adeptly express feelings and opinions about a subject matter regardless of contention; ability to transcend emotions in order to focus on achieving objectives; deals well with conflict, change or unexpected events
- Engaging verbal communications style; able to communicate ideas without conflict and listen to other points of view to construct a consensus; does not diminish in importance or attack other points of view
- Summary Description: An individual who enjoys his/her work; smiles a lot; maintains a good sense of humor; is passionate and secure in what he/she is doing as a career; and demonstrates a well balanced combination of business skills, technical knowledge and interpersonal skills; Patience, persistence, positive attitude, highly energetic, enthusiastic.

- An individual who makes decisions based on data; demonstrates outstanding leadership skills by frequently questions; thinks through issues using strong business acumen; Excellent analysis skills; ability to work with the wealth of existing data available from the organization to identify trends, commonalties, deficits, etc., identifying areas of strength, weakness and opportunity
- An independent self-starter who possesses strong convictions
- A strong strategic thinker who utilizes key external/internal relationships to accomplish goals and objectives; understands politics, timing and teamwork to effect change
- Strong interpersonal skills; a team player who helps others while simultaneously building credibility; a professional who presents an air of balance, stability and reason; skillfully aggressive
- High standards; strong sense of integrity - one who makes and keeps commitments; someone who knows them self well and is secure with their identity; not a game player, possessed of organizational interests and enlightened self interests, trustworthy
- A leader committed to a team approach, comfortable as a member of a fully integrated, close knit senior management team; accustomed to juggling a number of projects simultaneously; willing to prioritize and delegate; Comfortable with the idea that important decisions regarding the strategic marketing function need to be made in consensus with senior management / the Executive Committee; views members of the committee as colleagues, resources and a pooled experience rather than obstacles that must be overcome
- Bias toward action, not one to over analyze; capable of conducting a more thorough analysis while still driving momentum for change; builds constantly and right from the start
- Keen power of observation; desire to "see for him/herself" what is going on with the customer, business, and various business units in order to formulate independent decisions and bring his/her perspective to the executive staff; must want first hand information on any subject or decision in which he/she is involved
- Intellectually honest; shares the "real data" with everyone without filtering it to fit a personal agenda; understands that he/she and the management need to act on *facts and the truth* if plans are to succeed; unafraid of reporting bad news even if it is because of his/her own actions or organization
- Thrives on change; considers change necessary, and orchestrates it carefully and consistently with high sensitivity for organizational and personal consequences; constantly looking for new ways of doing things that improve on the status quo
- An individual comfortable with, and excited by, the business potential of developing new products and services and the challenge of generating similar excitement throughout the entire organization
- Polished, professional style; able to empathize with the various business units and project a feeling of confidence, approachability and understanding, while suggesting ways in which the groups can be more effective; able to earn their trust; self assured, ability to gain confidence of the customer and senior management
- Balances entrepreneurial spirit with proven ability to establish him/herself in a collaborative organization operating in a competitive business environment

