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Senior Product Manager-Dental & Biologics

Hiring organization
CarterMacKay

Job Location
Massachusetts

Date posted
September 27, 2021

Description

This position will play an integral marketing leadership role and requires significant Product Management and Marketing experience in the dental bone regeneration field. Reporting to the Vice President of Marketing, the Product Manager is primarily responsible for developing and executing marketing activities in support of our growing product portfolio. This individual defines and delivers on marketing products and programs as he/she will develop close, productive cross-functional relationships with internal and external stakeholders to fully understand product performance and customer needs.

Responsibilities

- The Product Manager will develop and execute integrated marketing plans to support the domestic Sales team as well as the International dealer network.
- Lead the effort to identify new product opportunities and revenue opportunities related to our core products. Will also monitor sales and marketing trends and make recommendations for enhancing penetration and share growth.
- Participate in new product development, working closely with internal teams (Biologics, Manufacturing, Sales, and Regulatory) to define the product specifications and ensure the right go-to-market strategy.
- Work with supplier and internal teams to finalize new purchasing forecast and supplier quality requirements.
- Work closely with VP of Biologics and Marketing to bring new regenerative products to market.
- Provide the tools and resources necessary to drive downstream marketing activities, which will also include the support and growth of the Clinical Advisory Board.
- Develop and implement product training for the various sales channels.
- Attend major dental trade shows. Field travel (approx. 20 -25 %) is required to stay connected to sales channels as well as developing clinicians to

become key-opinion leaders for specific product lines.

Qualifications

- Relevant dental product and industry knowledge is required. Sales experience a plus, but not required.
- A business or marketing-related undergraduate degree is required. An MBA with management or marketing focus is preferred.
- A minimum of 5 years of marketing experience in the dental industry.

- Proven experience in developing, managing, and maintaining relationships with key customers as well as developing clinical champions.

- Effective project management skills with a working knowledge of relevant software applications to include Microsoft Office (Word, Excel, Project, and PowerPoint).

- Knowledge of ERP System reporting capabilities a plus.