



Contact: Terry McCarthy
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POSITION: Product Manager, Vascular
INDUSTRY: Medical Device
LOCATION: Carlsbad, CA

Company Profile:

Our client is a global medical device company and innovator in excimer lasers and catheters for endovascular surgery and dermatology. The vascular device is used in the minimally invasive treatment of vascular blockages resulting from lower extremity vascular disease, a form of peripheral artery disease.

Role and Responsibilities:

As the Product Marketing Manager, Vascular, you will lead the commercial marketing activities for our endovascular products. This critical role is responsible for expanding access to care for patients through the creation and execution of the strategic global marketing plan and launch plan for the endovascular products. This role will initially focus on downstream initiatives and will partner closely with fellow marketing team members, sales, clinical, regulatory, reimbursement, service, and sales training.

Primary Responsibilities

- **Drives vascular business success via cross-functional planning and execution**– Develops and executes commercial marketing strategy for the endovascular products. Partners closely with sales, reimbursement, clinical, regulatory, service, quality, sales training, and marketing teams to manage the portfolio and prioritizing key initiatives to drive product growth.
- **Develops annual marketing plan for endovascular products** – Partners with cross functional team to create annual marketing plan including marketing communications, digital marketing, congresses, sales training, customer education, reimbursement, society engagement, and pricing strategies
- **Manages the portfolio** – manages the endovascular portfolio in the market including branding, messaging, competitive intelligence, market analytics, etc.
- **Executes product commercialization and launch strategy** - Works closely with Marketing Director, Sales, Regulatory, Quality, Service, Training, and Digital Marketing teams to execute successful product launch initiatives.
- **Develops important KOL relationships** – Develops KOL and advisor relationships critical to understanding unmet clinical and healthcare business needs and determine appropriate initiatives to drive the success of the endovascular products.

Required Skills/Qualifications

- 5+ years' experience in medical device marketing and/or strategy
- Peripheral vascular experience is strongly preferred
- Bachelor's degree in business, MBA preferred
- Independent, self-starter
- Strong written and verbal communication skills
- Collaborative spirit
- Ability to interact effectively with executives and all levels within the organization