



Global Product Manager: Extremities

POSITION OVERVIEW

The Global Product Manager for Extremities will be involved in all aspects of creating and refining the franchise strategy for our business. This includes conceptualizing market development models, as well as market evaluation, business case development, and launch execution in a fast-paced orthopedics business. With upstream and downstream responsibility, the ideal candidate should have an entrepreneurial spirit with an aptitude for building markets and commitment to driving growth. This role will report directly to the Senior Director of Global Marketing.

RESPONSIBILITIES

- Leads market analysis, product development, go-to market strategy, and execution of business plans for identified products and markets
- Delivers market and financial models and evaluate assumptions through sensitivity analysis
- Leverages understanding of global competitive landscape, inclusive of product & commercial model assessment, to assess strategic fit with Trice Medical's commercial (sales channel) capabilities.
- Develops deep, established relationships with key KOLs to execute key franchise & business initiatives. Regularly connects to drive education, market adoption and innovation of Trice products
- Translates customer unmet needs into concepts that enable sustainable competitive advantage
- Leverages relevant marketing frameworks, and market and customer insights, to create winning commercial strategies including compelling value propositions, intuitive product demos, education programs, sales training curricula, and publication strategies
- Provides directional leadership on pricing strategy, forecasting, and creative programs
- Executes messaging through collateral, promotional activity, and marketing campaigns to support business objectives
- Analyzes & delivers product line performance through KPIs
- Collaborates with reimbursement team to develop and maximize impact of payer strategies
- Assist in execution of national, regional, and local medical education events
- Collaborates with cross-functional teams with experience influencing others

QUALIFICATIONS

- Remote location
- Bachelor's degree. MBA preferred
- 3+ years of product management experience. Orthopedics preferred
- Experience in both upstream and downstream marketing
- May have experience with developing economic arguments to influence purchasing decisions in hospitals, surgery centers. Ideal candidate has experience in domestic surgery center market and/or key international markets
- Domestic and global travel up to 40%