

**We are looking for a**

## **Product Marketing Manager QFR/XA**

### **Who are we?**

At Medis we believe in empowering medical professionals with our innovative analytical solutions. For more than 30 years cardiologists, radiologists, researchers and industry partners worldwide rely on Medis post-processing software, resulting in customers in more than 40 countries. Our team of professionals take great pride in providing innovative cardiovascular imaging solutions that supports our customers' diagnoses and treatment options.

We provide medical professionals with worldwide support, so that together we can improve patient's quality of care.

Our headquarters is in Leiden, but over the years we have established subsidiaries and branch offices in the USA, Japan, Germany and the United Kingdom, as well as distributors and local agents in multiple countries.

### **What will your role be?**

In this role you are responsible for the operational marketing plan of our QFR and XA product lines. This includes all activities from go-to-market approach to branding, pricing and also creating enticing promotional campaigns. Using market research to drive the right go-to-market plans and pricing. You are also the point person to deliver training to both internal and external parties, including but not limited to resellers and key commercial partners.

The ultimate goal of all of your activities is to drive a strong growth in sales of the QFR and XA product lines. You will work closely with both our direct sales team as well as our indirect channel network to identify new product and marketing combinations, through solid business cases and supporting documentation.

Together with the Product Manager, you will maintain a Key Opinion Leader and Key Reference Site network, to ensure a solid understanding of the needs in the market and the translation thereof to our product lines. Together with the Marcom team, you will manage the content aspect of all promotional materials and alignment to the overall product marketing strategy.

You will also be expected to travel to relevant international trade shows, where interactions with (potential) customers.

### **The profile we are looking for:**

- Has a Bachelor's or Master's degree business science or economics with a specific interest in healthcare.



- Has a network in the healthcare industry, specifically in the cardiovascular imaging market
- Preferably also has a sales/marketing education through either a MBA or NIMA-A or B.
- Is a strong teambuilder, communicates easily and is a natural “connector”
- Has a strong knowledge of international business, our customers and the major players/competitors in the cardiovascular imaging domain.
- Ownership and management skills to be able to lead the creation of business and marketing plans, new concepts and in general portfolio-wide marketing scenarios.
- Experience in complex markets and diverse channel structures across multiple countries

### **Personal Skills and competences:**

- Natural communicator and inclusive teamplayer and networker
- Independent, strong initiative taker, but also pragmatic and hands-on
- Able to analyze data and situations in the search for the optimal solution
- Culturally diverse and willing to take the lead, strong sense of ownership.
- Professional and confident in speaking and presenting to small and medium-sized groups
- Commercial insights and sensitive to new commercial opportunities
- Ability to manage multiple tasks and priorities, and you do not shy away from hands on activities
- Willing to travel frequently (upto 30%)

### **What Medis offers you:**

- An attractive compensation plan, both fixed and variable
- International, young and diverse colleagues
- Personal growth and development opportunities
- Innovative, highly relevant products that make a difference