



## **Job Description**

**Job Title:** Product Manager - Thoracolumbar  
**Department:** Marketing  
**Location:** Knoxville, TN  
**Reports To:** Senior Director, Marketing  
**Shift:** First  
**FLSA Status:** Exempt  
**Prepared By:** Ron Moore  
**Prepared Date:** 11/11/2019  
**Approved By:** Martin Altshuler/Richard Henson  
**Approved Date:** 1/9/2020

### **Position Description:**

The Product Manager involves all phases of marketing and product management. The Product Manager works closely with Surgeons and other clinicians, Engineering, RA/QA, Sales and Sales Management to prioritize market trends and opportunities, evaluate product design concept and specifications, ensure product concepts can be reduced to successful practice, and launch new products. Part of the upstream marketing management process may involve organizing and working with clinical surgeon panels to develop products that meet the needs of the market. Responsibilities include moderating meetings, incorporating meeting decision into design concepts, developing evaluation protocols, attending and managing surgical evaluations, and providing follow up and documentation of design decisions. Downstream marketing management requires strong writing skills and knowledge and competency with marketing collateral creation, including but not limited to website, advertising, graphic design, editing/copy writing ads, Internet and social media content.

### **PRIMARY RESPONSIBILITIES:**

- Responsible for the planning and implementation of strategic and business plans and the overall management of the product portfolio. Includes the development of launch plans, sales promotional materials, advertising, surgical protocols and sales training.
- Works closely with the Executive Team, the domestic/international sales organization, engineering and other operations to execute on strategies and plans.

- Provide project management leadership on cross-functional project teams that will bring new products and technologies to market. Also, responsible for the daily management of relevant product and project teams.
- Work closely with the Surgeons and Regulatory Affairs to coordinate the attainment of clinical studies/study publications, testing and other documentation necessary for the regulatory aspects of product submissions and promotion of cleared products.
- Work with sales representatives and the field distribution network to establish sales training programs necessary for the successful product launch and sales attainment.
- Meet with surgeons, assist in surgeon evaluations and work with territory managers and the independent agents as required to support the sales of the company's products.
- Provide support at industry meetings, trade shows, sales school, national sales meetings and other training events as required.
- Create fiscal year budgets and stay within budget targets throughout the year.
- Establish and maintain strong internal and external customer relationships.
- Maintain appropriate communication within and between other business teams and functional units within the division to ensure that product direction, customer needs, sales and marketing strategy and operations are consistent with overall company objectives
- Accountability: Position is responsible to manage single project or participates on portions of multiple projects; understands concepts and applies these concepts practically with reasonable effectiveness; may function independently according to the task but is still given significant direction.
- Represent technical features of products in person and in presentations and documentation.
- Perform other duties as required.

## **QUALIFICATION REQUIREMENTS:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **SKILLS, EXPERIENCE AND EDUCATIONAL REQUIREMENTS:**

Four-year degree in marketing, engineering, biology, communications or related field required. Minimum of three years of product marketing and/or sales experience within the medical device industry required, spine preferred. Knowledge of FDA 510(k) submission process preferred.

- Understanding of market analysis, planning, developing and management.
- Strategic/tactical planning and implementation capabilities.
- Must demonstrate high attention to detail, as well as superior organization and multi-tasking skills.
- Successful history of leadership and management skills.
- Excellent, professional written and oral communication skills.
- Outstanding interpersonal communications skills.
- Self-motivated with a strong sense of ownership in areas of responsibility.
- Candidate must be results oriented, multi-tasking, a quick learner, responsive to the urgent needs of the team and show a strong track record of meeting deadlines.
- Strong clinical acumen for common spinal procedures
- Case coverage and O/R skills required
- Good computer skills: inclination to adopt technology to maximize efficiency.

## **PHYSICAL DEMANDS:**

The physical demands described here are moderate and represent those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently required to stand, sit, talk, hear and use hands to finger, handle, or feel objects, tools, or controls. The employee is occasionally required to reach with hands and arms, climb, stoop, kneel, crouch or crawl. The employee must frequently lift and/or move up to 10 lbs. and may occasionally lift and/or move up to 25 lbs. Specific vision abilities required by this job involve normal vision.

## **WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate. Employees may be outdoors in an enclosed vehicle and exposed to changing weather conditions such as rain, sun, snow, wind, etc.

In the Operating Room (OR) environment, employees may be exposed to air contamination such as dust, fumes, smoke, disagreeable odors and toxic conditions. This includes Blood Borne Pathogens, X-Rays and radiation. Employees may also be required to observe a surgery in an awkward or confined workspace and may be required to observe pre-clinical or cadaveric research.

**Anticipated Travel:** 25-35%