



## Job Description

<b>JOB TITLE: VP Product Marketing Development</b>	
<b>BUSINESS DIVISION:</b> WishBone Medical	<b>Status:</b> Full-time
<b>DEPARTMENT NAME:</b> Marketing	<b>Type:</b> Exempt
<b>PREPARED BY:</b> Human Resources	<b>DATE:</b> 09/01/2020

**SUMMARY:** Leads the team to drive Financial Performance and Profitable Growth for the Business of WishBone Medical, Inc. through the identification, execution, and management of the portfolio & pipeline of products.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** *(include the following. Other duties may be assigned.)*

- Oversee the day-to-day activities of the marketing function including budgeting, planning and team member development.
- Promote a culture of high performance that values learning and a commitment to quality and continuous improvement through problem solving.
- Through customer-centric leadership, identifies market trends, opportunities, unmet needs, and issues. Integrates research, insights, and data into business cases to drive investments into Commercial/marketing and/or R&D Programs that capitalize on opportunities and mitigate threats.
- Builds and leads a direct and indirect team, maximizing resources to effectively execute Upstream Marketing Requirements, Brand/Life Cycle initiatives through Rationalization and Retirement and support R&D Programs, New Product Introductions.
- Oversees the formulation of Marketing strategies for business for new and existing products to include segmentation, positioning, pricing to optimize the ability to win and results.
- Manages all aspects of the portfolio, including forecasting, business planning, profitability, and logistics/ distribution through strong partnership with cross functional and operations teams.
- Partners with the Medical Education team to design, develop, and implement programs including surgeon visitations, cases observations, and other solutions to enhance training and education, product development and launch requirements with constant attention to leadership in compliance and to the mission of WishBone Medical.
- Participates in conventions and professional exhibitions to maintain company and brand image and remain aware of product requirements and new market opportunities.
- Financial acumen - Develops business cases and manages P&L and assigned budgets. Analyzes budget variances and recommends corrective actions.

**EXPECTED AREAS OF COMPETENCE:**

- Ability to articulate a vision and strategy in a way that inspires and motivates a team and focuses their energy on achieving business goals.
- Ability to make decisions in a changing environment and anticipate future needs
- Exceptional written, oral, interpersonal and presentation skills. Ability to effectively communicate with all levels of Team Members.
- Adaptability to perform a variety of duties, often changing from one task to another without loss of efficiency or composure
- Ability to build and lead a team, inspire, and influence others, and through strong organizational skills, with an unwavering focus on the customer, employees, and business results.
- General knowledge of medical device business including the science, products (WishBone Medical and competitors), research and commercialization process, manufacturing, quality, regulatory, marketing, and sales systems.

- Leadership in compliance, ethics, and integrity.
- Problem solving and solutions orientation.
- High acumen and demonstrated competency and track record at making profit maximizing business decisions.
- Ensure that team meets business expectations of commercialization plans for new product launches.
- Knowledge of orthopedic market, products within assigned group, surgical process, selling process, regulatory process, development process, and marketing strategies.

**QUALIFICATION REQUIREMENTS**

- B.A. /B.S. degree, preferably including formal studies in business or engineering.
- MBA preferred but not required.
- Minimum fifteen (15) years of product management, marketing, or brand management experience or sales experience required, preferably in healthcare.
- Medical Device experience is preferred. Experience in Strategic Marketing, New Product Commercialization, and Commercial Marketing is preferred.

**PHYSICAL DEMANDS:** The physical demands described here are representative of 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 regularly required to sit and talk or hear. The employee frequently is required to stand; walk; and use hands to finger, handle, or feel objects, tools, or controls. The employee is occasionally required to reach with hands and arms. The employee must occasionally lift and/or move up to 20 pounds.

**WORK ENVIRONMENT:** Teammate will normally work in an office environment but may occasionally be subject to noise levels from machines in a manufacturing environment.

**Travel requirements:** Up to 40% long-distance travel (i.e. by plane).

**REVIEWED AND APPROVED BY:**

<i>HUMAN RESOURCES MANAGEMENT</i>	<i>Associate</i>
<b>NAME:</b>	<b>NAME:</b>
<b>TITLE:</b>	<b>TITLE:</b>
<b>REVIEW DATE:</b>	<b>REVIEW DATE:</b>

The above description is intended to describe the general content, identify the essential functions of, and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements.