



Job Description

JOB TITLE: EVP, MARKETING	
BUSINESS DIVISION: WISHBONE MEDICAL INC	Status: SALARY/EXEMPT
DEPARTMENT NAME: MARKETING & TRAINING	Type: FULL-TIME
PREPARED BY: HUMAN RESOURCES	DATE: 12/17/2021
WORK LOCATION: CORP - WARSAW	REPORTS TO: CEO

SUMMARY:

The Executive Vice President of Marketing will direct and oversee our Marketing Department. This position will bring branding and marketing thought leadership and best practices to enhance the WishBone global brand strategy. The EVP will oversee the Product Management, Marketing Communications, and Sales Training and Education teams to set strategy, launch products, and raise brand awareness and demand among the sales team, hospitals, surgeons, and patients. Reporting directly to the CEO, this key member of the executive team will manage all marketing activities that drive the achievement of revenue targets and corporate objectives. The EVP will create compelling adoption strategies for our products that will differentiate and promote our products among physicians.

ESSENTIAL DUTIES AND RESPONSIBILITIES: *(includes the following but other duties may be assigned)*

- Develop and implement a cohesive marketing plan to increase global WishBone brand awareness. Articulate and develop a clear brand voice that is integrated throughout all internal and external communications
- 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
- Build and lead 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, including new product introductions
- Oversee the Marketing Communications department to execute global advertising campaigns, web and social media content development, and support collateral development for the product management and sales teams
- Oversee the Product Management team as they develop business cases and product rollout plans to launch our products effectively into the marketplace. Work with the team to build a product branding strategy that seamlessly rolls into the bigger WishBone Medical corporate brand
- Oversee the Sales Training and Education team as they design, develop, and implement programs including surgeon visits, case 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
- Participate in conventions and professional exhibitions to maintain company and brand image and remain aware of product requirements and new market opportunities
- Manage and analyze budget variances and recommends corrective actions

EXPECTED AREAS OF COMPETENCE:

- Creative problem-solver and change-driver who anticipates trends, presents new ideas, and drives change management
- Inspires imagination by creating a coherent vision out of existing and anticipated challenges
- Will lead with a clear, compelling vision of where s/he wants to take the business and marketing function
- Develop long-term strategy plans and forecasts
- Understand brand marketing strategies that will promote awareness in all markets
- Can create, implement, and analyze marketing strategies including content, advertising (digital and traditional media), public relations, and promotions that drive awareness, buzz, and physician adoption
- Understand international differences between each country, optimizing sales in each region by focusing on clinical requirements regulations
- Collaborate with Clinical, Regulatory, and Quality functions to ensure necessary compliance
- Results-oriented, hands-on, and demonstrated experience within an innovative, fast-paced, and performance-driven organization

- Translate vision into actionable, quantifiable goals and objectives
- 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 and inspire and influence others, 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 oriented
- 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, 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
- Minimum fifteen (15) years of product management, marketing, 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, preferred

TRAVEL REQUIREMENTS:

- Up to 40% long-distance travel

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:

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.

Associate will normally work in an office environment but may also be subject to high noise levels from machines, and physical hazards from moving machine parts. WHEN OVERTIME IS SCHEDULED, IT IS MANDATORY.

REVIEWED AND ACCEPTED BY:

<i>MANAGER</i>	<i>ASSOCIATE</i>
NAME:	NAME:
SIGNATURE:	SIGNATURE:
TITLE: CEO	TITLE: EVP, MARKETING
DATE:	DATE:

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.