



## Job Description

JOB TITLE: PRODUCT MANAGER, EXTREMITIES	
<b>BUSINESS DIVISION:</b> WISHBONE MEDICAL INC	<b>Status:</b> SALARY/EXEMPT
<b>DEPARTMENT NAME:</b> MARKETING & TRAINING	<b>Type:</b> FULL-TIME
<b>PREPARED BY:</b> HUMAN RESOURCES	<b>DATE:</b> 12/22/2021
<b>WORK LOCATION:</b> WARSAW, IN or NASHVILLE, TN	<b>REPORTS TO:</b> SR. DIRECTOR, PRODUCT MGMT

### SUMMARY:

The position of Product Manager, Extremities identifies market trends, issues, and competitive environment. They will have primary responsibility for driving products from development to commercialization within their segment. This is done by collaborating with the Product Management team to develop strategic marketing plans and training programs to empower the Sales Organization to meet company goals.

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

- Owns and leads the management of multiple product lines
- Leads the marketing effort to bring new products from concept through commercialization and exit/rationalization
- Develops global product launch plans, including business objectives, product positioning, and key selling messages, such as economic messages
- Develops and maintains a high level of product category knowledge through staying current in industry publications, interacting with surgeons and sales personnel
- Actively participates as a member of a cross-functional team, including development engineering, quality, and process engineering, clinical studies, and regulatory
- Develops product positioning of current product lines
- Performs market and competitive product analyses, including review and analysis of market research to provide guidance on go-to market strategies
- Prepares and delivers product training presentations
- Develops collateral, including but not limited to, surgical techniques and brochures, sales training materials, physician training materials, video production, and product samples and demos
- Prepares forecasts and identifies market shifts and trends
- Provides regular communication to the sales team on market released products and works with sales counterparts to deliver all materials needed to sell the company's products
- Develops working relationships with leading pediatric orthopedic surgeons to analyze their needs and maintains a dialog for current information while abiding by legal guidelines
- Contributes ideas and offers solutions to critical team and departmental issues
- Travels, as reasonably requested, to meet with and educate customers and salespeople, attend and coordinate trade show presence for associated products, attend training programs, coordinate surgeon meetings, and other related travel as determined by the company
- Knows and applies the Quality System and any appropriate federal and international standards
- Assists and supports other employees, teams, and sales personnel, as necessary

**QUALIFICATION REQUIREMENTS:**

- BA/BS degree preferably in Business or Engineering
- Minimum 5 years of marketing experience is required, experience in medical device is preferred
- Orthopedic experience is preferred
- High-paced growth environment, needs to be comfortable taking charge of multiple projects at a time

**OTHER SKILLS and ABILITIES:**

- Proficient in MS Office Suite (Word, Excel, Outlook, PowerPoint)
- Excellent planning, organization, and analytical skills

**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 accommodation 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 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 accommodation 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>
<b>NAME:</b>	<b>NAME:</b>
<b>SIGNATURE:</b>	<b>SIGNATURE:</b>
<b>TITLE:</b> Sr. Director of Product Management	<b>TITLE:</b> Product Manager, Extremities
<b>DATE:</b>	<b>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.  
.....