

## Job Description

**Position Title:** Director, Strategic Marketing  
**Report To:** Vice President, Marketing  
**Department:** Marketing

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**PURPOSE OF JOB:** The Director of Strategic Marketing will report to the Vice President of Marketing. The role will be responsible for the following key areas: First, the role will develop and lead a team that will be responsible for driving and supporting all product development efforts to optimize and grow the product portfolio and meet business objectives. Second, the role will be responsible for market research and analysis, and business development support. Third, the role will be responsible for Key Opinion Leader (KOL) development and advocacy. Fourth, the role will be responsible for Clinical Marketing and supporting clinical evidence development efforts.

### **MAJOR DUTIES AND RESPONSIBILITIES:**

- Lead a Strategic Marketing team that excels at strategic planning, operational execution, cross-functional collaboration, marketing program effectiveness, and sound budget management
- Develop strategic marketing plans, providing consistent analysis, feedback, and adjustments to achieve business and financial goals. Ensure successful execution of all initiatives and programs that support the direction of the company.
- Guide all patient and physician market research in identifying new product opportunities and guiding product development and iteration, in evaluating the effectiveness of product messages with target audiences, and in driving to overall business goals
- Lead the definition of new products and upgrades to existing products by developing customer requirements insights based on voice-of-customer market research findings
- Help guide product pricing strategies for future new/enhanced products. Manage product life cycle for the portfolio, driving decisions on phasing and launches.
- Maintain superior knowledge of competitive technologies in addition to other developments related to company products.
- Develop Clinical Marketing to plan future clinical evidence development for provider and payer adoption. Work with Clinical team to guide interpretation and translation of scientific and clinical data for commercial utilization and product promotion.
- Create and guide physician advocacy and Key Opinion Leader (KOL) plan to support business objectives.
- Support long-term strategic planning and portfolio development activities
- Oversee Strategic Marketing budget. Oversee effective and efficient utilization of external vendors and consulting expertise, including market research and pricing consultants.
- Participate on and lead multi-disciplinary teams. Effectively work internally with cross-functional team members such as R&D, Clinical, Regulatory, Sales Management and externally with clinician advisors to ensure team alignment and continually gather real-world feedback.

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### **EDUCATION**

- Bachelor's degree Required. MBA strongly preferred.

### **REQUIREMENTS:**

- 10+ years of related experience in the medical technology industry, with at least 4 of those years in a marketing capacity
- Strong interpersonal skills, superb oral and written communication skills, analytical capabilities, and team leadership experience
- Proven success and track record contributing to top line growth as both an individual contributor managing a product or product line and as a functional group leader
- Experience in strategic planning and cross-functional collaboration with senior management, sales management, and key operational groups
- Experience negotiating, developing, and maintaining short- and long-term consulting and third-party vendor agreements
- Strong work ethic and the ability to work independently with a high sense of organizational accountability
- Excellent communication and presentation skills with clinical and patient audiences
- Highest level of personal and professional integrity