



## Job Description

<b>Position Title:</b>	<b>VP, Global Strategic &amp; Commercial Marketing</b>
<b>Report To:</b>	<b>Chief Commercial Officer (CCO)</b>
<b>Department:</b>	<b>Commercial</b>
<b>Location:</b>	<b>Mountain View</b>
<b>FLSA:</b>	<b>Exempt</b>
<b>Date:</b>	<b>August 2023</b>

**APPLY**

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### **PURPOSE OF THE ROLE:**

As the VP, Global Strategic & Commercial Marketing, you will be responsible for the comprehensive global marketing strategies, in partnership with commercialization strategies, to drive rapid uptake and mainstream use of our therapies, direct development of market-leading technologies, and develop new commercial avenues for business growth. Reporting to the CCO, you will lead a dynamic marketing team and collaborate closely with cross-functional departments to ensure alignment with the company's overall goals.

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

- **Strategic Planning:** Develop and implement a strategic marketing plan that aligns with the company's business objectives, identifying new market opportunities and establishing market entry strategies.
- **Brand Management:** Strengthen and elevate our brand positioning in the medical device industry through compelling company and product brand identities, messaging, and consistent communication across all channels.
- **Market Analysis:** Lead market research and competitor analysis to understand industry trends, customer needs, pricing options, and competitive positioning, using data-driven insights to inform marketing strategies.
- **Portfolio Development:** Explore new product possibilities in pursuit of the company's objectives. Collaborate with other company functions to define product portfolio strategy including life-cycle management and pricing and contribute to identification and evaluation of new opportunities.
- **Commercial Program Development:** Lead creation of successful on-strategy commercial programs including HCP- and patient-facing programs, product launches, digital and other communication initiatives to drive product adoption, mainstream utilization, and revenue growth.
- **Sales Enablement:** Collaborate closely with the sales team to develop effective sales tools, training materials, and support programs that support achievement of sales and overall company goals.

- Strategic Evidence Development: Support Clinical and Market Access teams and initiatives, identifying messaging needs for key stakeholders and contributing to development of evidence to deliver it.
- Performance Analysis: Establish key performance indicators (KPIs) for marketing activities and campaigns, regularly monitoring and analyzing marketing metrics to assess the effectiveness of strategies and make data-driven improvements.
- Communications: Develop and manage external communications relating to commercial initiatives, orchestrating medical education and media relations. Regularly make influential presentations to Board of Directors and senior staff members.
- Marketing Budget Management: Oversee the marketing budget, ensuring optimal allocation of resources to achieve marketing objectives and deliver a positive return on investment.

## **EDUCATION**

Bachelor's degree in Marketing, Business Administration, or a related field; MBA or advanced degree preferred.

## **EXPERIENCE**

- Proven track record of at least 15 years in progressive commercial roles within the medical device industry, with at least 5 - 7 years of marketing leadership experience.
- Demonstrated success in developing and executing strategic marketing plans that have driven revenue growth and market expansion.
- Strong understanding of the medical device market, including key trends, customer needs, and regulatory requirements.
- Experience leading and managing high-performing marketing teams, fostering a collaborative and innovative culture.
- Exceptional communication, presentation, and interpersonal skills, with the ability to influence and collaborate effectively with diverse stakeholders including the Board of Directors.
- Strategic thinker with strong analytical abilities, capable of using data to inform marketing decisions and measure performance.
- Prior experience with medical device product launches and familiarity with sales enablement practices is highly desirable.
- Proactive and result-oriented approach, with a strong sense of accountability and drive to achieve ambitious goals.