



Job Description

Position Title: Director, Strategic Marketing
Report To: VP of Commercial & Strategic Marketing
Department: Marketing
Location: Mountain View, CA
FLSA: Exempt
Date: June 2024

APPLY

We are changing the standard of care for millions of untreated sufferers of ENT conditions. We improve patient access to life-changing relief through safe, practical, and effective innovation that changes how and where patients are served. Aerin differentiates itself with our commitment to providing straightforward and clinically proven products so that ENTs and their patients can make treatment decisions together without limits.

At Aerin Medical our values show up as: always seeking the collective good, holding ourselves and each other accountable, showing respect with compassion, creation and innovation and being all in.

As the Director, Strategic Marketing at Aerin Medical, you will be an essential part of our mission-driven team, dedicated to transforming the lives of those with untreated ENT conditions. Your role will involve contributing directly to our commitment to innovation and improved patient care.

Description

The Director of Strategic Marketing will be responsible for developing and leading a team that will prioritize and support efforts to optimize Aerin Medical's product portfolio. The Director of Strategic Marketing will also be responsible for generating insight and strategic recommendations using market research and analysis. The Director of Strategic Marketing will also lead corporate planning and support business development efforts in collaboration with the Vice President of Marketing, the Chief Strategy Officer and other members of the Aerin leadership team. The Director of Strategic Marketing will report to the Vice President of Marketing.

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
- Lead long-term corporate strategic planning and portfolio development activities

- Guide 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
- 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.
- Participate in 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.
- Oversee Strategic Marketing budget. Oversee effective and efficient utilization of external vendors and consulting expertise, including market research and pricing consultants.
- Other duties as necessary

EDUCATION REQUIREMENTS:

- Bachelor's degree highly desired with an MBA strongly preferred.

EXPERIENCE 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
- Ability to manage complex and high-profile strategic planning projects with cross-functional engagement
- Experience in product portfolio prioritization and product development definition
- 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