



## Job Description

**Position Title:** Senior Product Manager  
**Report To:** Group Marketing Manager  
**Department:** Marketing  
**Location:** Mountain View, CA  
**FLSA:** Exempt  
**Date:** June 2024

**APPLY**

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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 Senior Product Manager 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 Senior Product Marketing Manager will drive education, awareness, and adoption of Aerin Medical's products in the otolaryngology (Ear, Nose & Throat) space. This downstream marketing role will execute and measure product and HCP marketing strategies and tactics to achieve these goals. As a key member of the marketing team, the Senior Product Marketing Manager will serve as a product evangelist for Aerin Medical's commercially available products. Additionally, the role will support the commercial launches of next generation and new products. The position will report to the Group Product Manager of HCP Marketing.

### **ESSENTIAL FUNCTIONS:**

- Support and partner with marketing leadership to create and execute Aerin Medical's HCP marketing strategy with the objective of supporting awareness and growth of the company's non-invasive solutions for chronic nasal airway obstruction (stuffy nose) and chronic rhinitis (runny nose).
- Lead cross functional teams to develop and execute launch plans for next-generation Aerin Medical products.
- Develop a deep understanding of the voice of customer, HCP journey and product experience.
- Execute impactful HCP marketing plans and supporting educational tools to meet commercial objectives.

- Work closely with digital marketing and marketing communications team to maintain up-to-date HCP facing website and digital campaign content.
- Maintain and update key downstream marketing materials.
- Serve as the in-house product marketing contact for the sales team by gathering/responding to questions and feedback about technical product information, competitive intelligence, clinical data, and product marketing resources.
- Collaborate closely with the sales team in creating/measuring progress toward product marketing goals.
- Foster working relationships with HCPs to gather insights, provide education and drive adoption.
- Support the medical education team in creation of sales training materials to ensure sales team stays up to date on product knowledge.
- Lead sales training on marketing messages, product launch plans, and best practices in utilizing marketing tools.
- Utilize excellent strategic planning, operational execution, cross-functional collaboration, marketing program effectiveness, and sound budget management.
- Manage consultants and vendors as needed to coordinate and achieve planned deliverables on schedule.
- Regularly survey and collaborate with internal marketing team, sales team, advisors, patients, and physician customers to refine existing programs and uncover new marketing opportunities.

#### **EDUCATION REQUIREMENTS:**

- Bachelor's degree Required. MBA or related post-graduate degree strongly preferred.

#### **EXPERIENCE REQUIREMENTS:**

- 4+ years of related commercial experience in the healthcare or medical technology industry, with at least 2 of those years working directly on product management initiatives
- Strong interpersonal skills, superb oral and written communication skills; confidence in presenting to a large group of clinicians or an executive team
- Proven success and track record contributing to top line growth
- Experience in strategic planning and cross-functional collaboration with senior management, sales management, and key operational groups
- Proven success and track record contributing to top line growth an individual contributor managing a product or product line
- Strong work ethic and the ability to work independently with a high sense of organizational accountability
- Proven ability to successfully manage and prioritize multiple projects in a fast-paced environment with a sense of urgency
- Strong organizational, analytical and business skills, including capacity to manage budgets, expenses and complex marketing plans
- Highest level of personal and professional integrity

**TECHNICAL SKILLS:**

- PowerPoint/ Excel / Word
- Building slide presentations
- Strong written and verbal communication skills
- Data analysis

**TRAVEL:**

- Ability to travel up to 25% (as conditions allow), including attendance at conferences, national sales meeting, sales rep field visits and customer meetings

**LOCATION:**

- USA – San Francisco Bay Area, hybrid-office model requiring two days a week in the office