



Principal Product Manager

General Job Responsibilities

HepQuant is seeking a technically grounded, customer focused and commercially minded Principal Product Manager. As the Principal Product Manager, you will work with various functions to drive the successful commercial launch and marketing of HepQuant's portfolio of liver diagnostic tests.

This individual will be a proactive, team-oriented leader, with med-tech / biotech experience, able to thrive in a growing, entrepreneurial organization. Key responsibilities include new product development, product launch readiness, gathering insights from relevant market research data, establishing and leading product teams, defining and executing marketing strategies, sales training content creation, physician and customer education for products and procedures, sales support, key opinion leader development, product life cycle management.

This role provides leadership for go to market strategies, and strategic commercial planning for individual products and programs to drive product growth and share of market penetration. This is a hands-on leadership role that requires the candidate to support both high-level complex responsibilities as well as having the ability to dive into details on a day-to-day basis.

REPORTS TO: COO

FLSA STATUS: Exempt

Primary Responsibilities

- Develop and execute product positioning and branding strategy resulting in HepQuant products becoming the standard of care
- Initiate and coordinate product launches, executing activities in collaboration with Clinical, Sales and Research & Development teams
- Work with Sales, Marketing and financial team members to create and implement pricing/financial programs for new and existing products
- Maintain and distribute competitive information to field sales and management
- Create promotional, educational, clinical and other support programs and materials to grow existing and newly launched products. Evaluate the effectiveness of such programs and drive improvements
- Develop and update competitive intelligence and establish product positioning, sales force training and education that incorporates competitive intelligence. Partner with the sales team
- Develop close relationships with key opinion leaders for the benefit of HepQuant
- Align and support cross functional teams including R&D, Quality, Regulatory, Sales and Manufacturing to drive commercial success of the products
- Partner with Research and Development (R&D) and Clinical teams in the evaluation of prototypes from benchtop through clinical testing.
- Ensure packaging and labelling clearly meets marketing brand standards while articulating claims, instructions, and other information as required by regulatory.
- Develop pricing and packaging strategies.
- Monitor post-market surveillance data to identify trends and evaluate user experience with HepQuant products and services.

- Identify, scope and prioritize new product / feature improvements and development activities with quantifiable business rationale demonstrating cost reduction and / or revenue growth

Qualifications:

- 10+ years of relevant experience in with a Bachelors' degree, or advanced degree with a minimum of 8 years relevant experience.
- MBA in business or marketing preferred
- Bachelor's degree in Science or Engineering field preferred
- Experience in downstream marketing new product launch and continuation marketing preferred
- Experience learning technical products quickly
- Knowledge of medical device industry practices, techniques, and standards
- Global perspective and mindset
- Liver diagnostic product knowledge is a plus
- Demonstrated success in product launches
- Proven ability to articulate customer needs and feedback to engineering and marketing teams.
- Experience interacting with scientific and technical personnel, including field sales personnel and engineers.
- Superior project management skills
- Exceptional written and verbal communication & presentation skills
- Advanced analytical and problem-solving skills.
- Highly organized with the ability to manage multiple projects/tasks simultaneously, simplify problems of considerable scope and complexity, and effectively prioritize for execution.
- A passionate, driven individual who provides a high level of teamwork and cross-functional collaboration.
- Ability to travel globally (20-40%)

SALARY: Disclosure as required by Colorado law, the annual salary range for this position is \$70,000 to \$148,000. The actual compensation may vary based on geographic location, work experience, education and skill level. The salary range is HepQuant's good faith belief at the time of this posting.

EQUITY INCENTIVE PROGRAM: Potential for equity incentive participation

BENEFITS: Include Medical, Dental, Vision, Short and Long-Term Disability and AD&D, Life Insurance, 401(k) with company match, profit sharing program.

WORK ENVIRONMENT & PHYSICAL DEMANDS:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of this job.

The employee must occasionally lift and/or move up to 25 pounds (lifting boxes, files, etc.) Specific vision abilities required by this job include close vision, color differentiation, distance vision, peripheral vision, depth perception and ability to adjust focus. While performing the duties of this job, the employee is required to stand; walk and talk and hear. The employee is frequently required to use hands to finger, handle, or feel and reach with hands and arms. He/she is occasionally required to sit; stoop, kneel, bend, crouch, or crawl.