

**JOB DESCRIPTION**  
- Product Manager -

**JOB IDENTIFICATION**

**Business Title: Global Marketing Manager; Wound Closure**

**Job Classification Title: Marketing Manager**

**Department: Marketing**

**Location: Westwood, MA**

**Date: February 2020**

**SUPERVISORY RELATIONSHIPS**

**Reports To:** Global Marketing Director

**BASIC FUNCTION**

Summary: Surgical Specialties Corporation (SSC) is a rapidly growing, privately held, global medical device company focused on serving our customers in the Wound Closure and Ophthalmic clinical areas.

As the Product Manager, you will be responsible to identify, create and support the implementation of SSC's product strategies, marketing plans, promotional programs, internal and external training, customer engagement and support relating to the wound closure portfolio. This role develops and coordinates all aspects of new product development, product launches, while executing marketing plans and marketing support of the current product lines. Knowledge of marketing procedures, product knowledge, and clinical knowledge will allow the individual to provide active support and mentoring for Sales team members and others functions in the business.

**OVERALL RESPONSIBILITIES**

- Leads development of product marketing plans by preparing objectives, strategies, tactics, profit and loss projections, including short and long-term strategies
- Manages new product development marketing activities for specific products within the respective product area, including new idea review and recommends line extensions and/or product line trimming.
- Engages customers and sales team, sales leadership, and functional business leads to coordinate forecasting, pricing strategies, literature/video/sales support materials, labeling revisions, clinical studies, manufacturing and customer service communications for existing product line(s) to maximize product line earnings.
- Supports strategic product line decisions such as priority of product or line enhancements, competitive evaluations, market share estimates, and market trends
- Develops product-oriented positioning documents, product profiles, competitive analysis, presentations, demos, product updates and content for corporate marketing vehicles such as web sites, meetings and training events.
- Monitors product development progress with engineering, manufacturing, regulatory affairs and related departments to ensure product line objectives are achieved on a timely basis
- Prepares annual budget forecasts for the marketing functions related to the product line(s) Maintains frequent and regular contact with strategic industry experts and trade organizations, field visits with key surgeons and sales consultants, participation in key meetings and conferences to ensure company and products are perceived superior relative to the competition
- Collaborates with sales to ensure a high quality of sales support in terms of new product/market introductions, sales training programs, key surgeon/key account field visits and regular communication, both responsive as well as proactive Establishes and maintains key close professional relationships with internal and external constituents to stay abreast of new market opportunities.
- Maintains up-to-date product and industry knowledge by regular review of the literature, co-traveling with field sales personnel, attending surgeries
- Works collaboratively with related departments to ensure products are properly positioned in the market utilizing creative promotional, pricing, service, and product characteristic strategies to maximize sales and profits
- Participates in strategic sales and marketing planning activities for assigned products in order to identify key targets, surgeons, and hospitals

## JOB QUALIFICATIONS

**Education:** Bachelor's Degree required

**Experience:** 5-7 years related experience in sales and marketing of medical devices

**Other Knowledge, Skills, Abilities or Certifications:**

- Creative problem solver.
- Excellent oral and written communication and presentation skills strong interpersonal skills
- Experience with Adobe Creative Suite, MS Office, Salesforce.com
- Domestic and international travel requirement is approximately 20%
- Prior experience in the Wound Closure field desirable

At Surgical Specialties (SSC) we value our employees and we expect them to share our Corporate Values

### SSC Value and Leadership Traits **PRIDE**

- **Passionate** Customer Focus  
Puts the needs of our Customers (internal and external) first. Responsive to inquiries and priorities and seeks to creatively solve problems. Ensures that Customers are highly satisfied with both our product and our service.
- **Relentless** Commitment to Quality and Continuous Improvement  
Demonstrates a commitment to quality & compliance in all interactions. Ensures we deliver High Quality Products based on a robust Quality System. Strives to be a leader in Global Compliance which is critical to the Customers and Patients we serve. Takes initiative to assess and improve our practices and processes to drive world class quality and compliance.
- **Intensely** Collaborative Organization Acting with Integrity  
Proactively seeks out other Individuals and Functions to collaborate and achieve the best results for our customers, employees and shareholders. Always Interacts with Respect and Openness. Maintains High Integrity and interacts in a Humble and Unselfish manner resulting in a high level of trust with colleagues and customers.
- **Determined** Drive for Results  
Moves with speed and agility to achieve goals while proactively addressing obstacles. Demonstrates a strong work ethic focused on meeting goals and commitments.
- **Entrepreneurial**  
Takes initiative and seeks creative solutions to problems and opportunities. Is resilient in finding alternative approaches and solution