

Director of Product Marketing

Position Summary:

This position is responsible for directing the Product Marketing activities of the Life Science Research (LSR) Genomics Group of Thermo Fisher Scientific. The product lines include, but are not limited to Dharmacon siRNA and miRNA products and services; Open Biosystems shRNA and cDNA vector products; ABgene PCR/qPCR reagents and plastics and business to business sales of nucleotids, amidites; and other bulk Molecular Biology products. The Product Marketing team is primarily responsible for setting commercial marketing strategies, developing marketing plans, executing marketing campaigns, managing product line messaging, generating and analyzing metrics resulting from marketing activities, developing and managing global marketing budgets, and other related functions. The Director of Product Marketing directly manages Product Marketing Managers for specific application areas, Distribution Marketing Management and other departmental roles the execution of the position.

The Product Marketing team routinely interacts with Senior Management, Product Management, Sales, Distribution Partners, Marketing Communications, Research and Development, Legal, Operations, Sales, Technical Support, Finance, Quality Assurance, Information Technology and other groups or individuals as necessary in order to guide development, support and promote the assigned product areas.

Essential Duties and Responsibilities:

- Recruit, develop, manage and motivate best-in-class personnel
- Establish goals and deliver performance feedback per company guidelines
- Market, technology and competitor analysis: understand key market dynamics, customer needs and competitive activities
- Work with Product Management and Genomics Management staff to develop product line and marketing strategies to grow revenue, profitability, market awareness and customer loyalty
- Use metrics to analyze the effectiveness and drive the success of various marketing activities
- Campaign development and execution: work with Product Management and Sales Management to align marketing activities to address product launch schedules, key market opportunities and competitive threats
- Ensure accountability to delivering revenue targets, marketing activity effectiveness, market awareness and customer loyalty
- Lead generation and management: with Sales Management, Marketing Communication and other internal staff and external partners, work to generate and qualify leads to feed the sales and direct marketing processes
- Establish and agree with sales management expectations on lead follow up, quality scoring and reporting processes
- Product launch activity: work with New Product Development (NPD) team to ensure that product launch plan is developed and adhered to
- Lead, with Product Management, the process to develop and document product positioning (storyboard process)
- Ensure NPD team is engaged both pre- and post-launch

- Work closely with Sales, Marketing Communications, Product Management and distribution partners to ensure timely availability of marketing and selling materials, marketing plan, print and electronic space bookings, target market definitions
- Pricing: routinely monitor market and competitive pricing trends
- Work with Finance, Product Management and Sales to provide market information to Product Management to collaborate in setting appropriate market pricing and positioning guidelines
- Manage marketing budget: in collaboration with Marketing Communication, effectively manage marketing budget, including all spending for print, e-marketing, list rentals, trade shows, advertising, etc. to ensure highest impact and revenue growth
- Support sales and distribution partners with training information on market, sales positioning, selling support tools and effective print and electronic sales tools to support direct and distribution sales processes

Minimum Requirements/Qualifications:

- BS/BA in Molecular Biology or other life sciences field required; advanced degree (PhD, MBA) preferred.
- 7+ years previous Marketing and/or Sales experience in the life sciences or pharmaceutical industries, with a proven track record of achieving sales targets and aggressive growth
- 3+ years previous experience managing a Marketing staff
- Ability to travel typically 25-30% but may be higher at times, and may include short-notice, some weekends and holidays
- Demonstrated experience building and managing successful Marketing organizations: this position includes management responsibilities of a functional group, including both direct and indirect reports, and also requires management of business partners
- Accountability for and management of work performed by colleagues not reporting to this position
- Knowledge of the key pharmaceutical, biotechnology, and leading academic life science research centers throughout North America and Europe (similar knowledge in Asia and Latin America is preferred)
- Strong formal presentation and negotiation skills

Additional Desirable Qualifications:

- Excellent written and verbal communication skills in English; additional language skills such as fluency in German, French, Japanese or Chinese a plus
- Outstanding organizational, planning, process development and interpersonal skills
- Ability to function in a complex business environment