

Job Title: Field Marketing Manager
Job Number: SM-0061
Department: Sales & Marketing
Reports to: VP Sales

SUMMARY

Due to company growth and new expansion plans Biologica Technologies is looking to strengthen its sale organization. Working in conjunction with the Sales and Marketing team, the Field Marketing Manager will be responsible for supporting marketing, educational and sales initiatives within their respective areas. This position reports to the VP of Sales and will interface with other members of the corporate teams (marketing, engineering, clinical, and management) as well as independent sales distribution network.

- Develop, schedule, and execute focused downstream sales and marketing activities to achieve corporate Management by Objectives (MBOs) (i.e., trainings, in-services and sales calls)
- Participate in the development of long- and short-term marketing plans and strategies to increase revenue, maximize profit, and grow market share of ProteiOS and OsseoGEN.
- Assist in the development of product roll-out plans, marketing tools, sales training, key customer presentations, problem solving, and issue resolution.
- Work with Sales group on:
 - GPO and Hospital applications and pricing initiatives.
 - Identify strategic customers for influential/key opinion leader and advisor input.
 - Develop and maintain partnerships with independent sales distributors.
 - Clinical study site development.
- Attend medical and industry conferences to staff company booth and meet with customers to obtain voice of customer (VOC) and expand industry knowledge of competitive products.
- Maintain professional and technical knowledge by attending workshops, reviewing publications, establishing personal networks, benchmarking state of the art practices, and participating in professional societies.

QUALIFICATIONS

- Excellent presentation, written and verbal communication skills
- Bachelor's degree in a related field; advanced degree in technical/clinical or business preferred.
- 2 years' experience in sales, marketing, training and/or related function in medical device industry. Orthobiologics, Spine, or Foot & Ankle experience a plus.
- Proven analytical, financial, and organizational skills
- Ability to thrive in fast-paced environment where change is constant.
- Team player with experience in working in cross-functional teams.

ADDITIONAL INFORMATION

- Position can be located anywhere in US; close to major airport
- Must be able to occasionally travel/work on weekends
- Travel Percentage: 25%-50%