

Product Specialist

Role Overview

Based in Plano, TX, the Product Specialist serves as the primary product-level field support resource for the commercial organization. This role is responsible for in-service execution, first-line troubleshooting, and real-time product enablement for both field sales and customers.

The Product Specialist bridges Marketing, Sales, Customer Support, and R&D, ensuring consistent product execution in the field while allowing Medical Affairs to remain focused on clinical strategy, education, and evidence generation.

This role is essential to scaling the commercial organization while improving customer experience, rep productivity, and product adoption.

Core Responsibilities

Field Support & In-Services

- Serve as the primary field-based product expert for sales-led in-services, implementations, and product refreshes
- Support new account activations with on-site and virtual product training
- Ensure consistent, compliant, and high-quality in-service delivery across all products
- Act as the first escalation point for field-reported product issues prior to Engineering or Medical Affairs involvement

Sales Enablement

- Partner with sales managers and field reps to support product discussions and proper product use
- Participate in ride-alongs and field visits to help support key accounts
- Share real-time feedback with Marketing to help improve training and materials

Customer Troubleshooting & Issue Resolution

- Serve as the first point of support for basic product questions and issues
- Help troubleshoot and coordinate next steps with Technical Support or other internal teams as needed
- Ensure issues are documented and followed through to resolution

Product Expertise & Feedback





- Develop a strong working knowledge of products, workflows, and how they are used in the field
- Provide feedback to Marketing and Product teams based on real-world customer experience
- Support pilot programs, beta testing, and new product launches as assigned

Cross-Functional Collaboration

- Work closely with Sales, Marketing, Customer Support, Engineering, and Medical Affairs
- Help ensure product questions and issues are addressed efficiently and appropriately

Training & Content Support

- Assist with the development and improvement of product training materials and field tools
- Support sales meetings, training events, and major customer programs
- Participate in internal training and product certification programs

Minimum Qualifications

- Bachelor's degree or equivalent experience
- Experience working with customers or clients in a service, support, or team-based role
- Strong communication skills and a positive, professional approach to working with people
- Interest and comfort in learning technical products, systems, or new tools
- Ability to problem-solve, follow processes, and ask for help when needed
- Organized, adaptable, and able to manage changing priorities
- Willingness to travel up to 50% within the United States
- Ability to lift up to 30 pounds

