

## Manager, Market & Product Management

**Location:** Plano, TX

**Department:** Marketing

**Reports to:** Vice President of Marketing & Product Management

---

### Position Overview

The Manager, Market & Product Management, is responsible for driving market-informed product strategy and execution across a growing medical device portfolio. This role bridges market intelligence, product planning, and commercial execution, ensuring products are well positioned, successfully launched, and continuously optimized to meet customer and business needs.

This individual will lead product and market initiatives with increasing autonomy, partner closely with cross-functional stakeholders, and serve as a key contributor to portfolio strategy, lifecycle management, and go-to-market execution.

---

### Key Responsibilities

#### Product & Portfolio Management

- Own assigned products across the full lifecycle: planning, launch, growth, and optimization
- Define and maintain product positioning, value propositions, and use-case alignment
- Translate customer needs and market insights into clear product requirements and priorities
- Partner with R&D and Engineering on roadmap planning, feature prioritization, and trade-off decisions
- Monitor product performance and adoption metrics; recommend improvements and enhancements

#### Market Strategy & Insights

- Lead market and competitive analysis, including:
  - Competitive positioning and differentiation
  - Market segmentation and opportunity sizing
  - Usage trends, customer feedback, and unmet needs
- Serve as the voice of the customer and the market internally
- Support pricing, packaging, and portfolio optimization discussions
- Identify growth opportunities across indications, customer types, and channels

#### Go-to-Market & Launch Leadership

- Lead cross-functional launch planning and execution:
  - Timelines, deliverables, readiness, and internal alignment
- Partner with Marketing to develop:
  - Core messaging
  - Sales tools and collateral





- Training and enablement content
- Support Sales and Customer Success with product education, objection handling, and field feedback
- Drive post-launch reviews and continuous improvement initiatives

## Cross-Functional Leadership & Execution

- Act as a central point of coordination between:
  - Marketing
  - Sales
  - Engineering / R&D
  - Clinical
  - Customer Success
- Ensure alignment on priorities, timelines, and deliverables
- Contribute to portfolio roadmaps, dashboards, and executive updates
- Mentor and support Associate Product Managers as applicable

---

## Qualifications

### Required

- Bachelor's degree in Business, Marketing, Engineering, Life Sciences, or related field
- 3+ years of experience in Product Management or Market Management within medical devices, diagnostics, or healthcare technology
- Demonstrated experience supporting or leading:
  - Product launches
  - Market analysis and competitive positioning
  - Cross-functional initiatives
- Strong analytical, organizational, and communication skills
- Comfortable working with data, dashboards, and executive-level presentations
- Ability to manage multiple initiatives in a fast-paced, evolving environment
- Experience working closely with sales teams and field organizations
- Familiarity with CRM systems, Excel-based analysis, and project management tools

### Minimum Qualifications

- Ability to work independently with limited oversight
- Demonstrated flexibility in reprioritizing work based on business needs
- Willingness to travel up to 50% within the United States
- Ability to lift up to 30 pounds

