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## LATAM Marketing Manager - Life Science

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Ashland Colombia, S.A.S.

\*Lead the NPI process for the regional portfolio in Life Science Latam to generate sustainable and profitable sales out of our innovative process

\*Define the target markets for a sustainable and profitable growth platform in Latam

\*Identify the unmet need of those markets using the VOC methodology

\*Lead the R&D team to develop solutions to respond to the identified needs

\*Develop the marketing plan for the developed innovations (4Ps)

\*Work closely to marcomm to ensure a successfully promotion and launching process for the innovative new technologies and solutions

\*Work close to the sales team supporting them on the launching process with customers, distributors and other stakeholders

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