

Colombia Jobs Expertini®

Product Manager, Colombia

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Company: ConvaTec

Location: Bogotá

Category: other-general

Pioneering trusted medical solutions to improve the lives we touch: Convatec is a global medical products and technologies company, focused on solutions for the management of chronic conditions, with leading positions in advanced wound care, ostomy care, continence care, and infusion care. With around 10,000 colleagues, we provide our products and services in almost 100 countries, united by a promise to be forever caring. Our solutions provide a range of benefits, from infection prevention and protection of at-risk skin, to improved patient outcomes and reduced care costs. Group revenues in 2022 were over \$2 billion. The company is a constituent of the FTSE 100 Index (LSE:CTEC). To learn more about Convatec, please visit

Key Duties and Responsibilities:

Planning, forecasting, and marketing of products at all stages of the product lifecycle, focusing on launches, in order to maximize sales revenues, market share, and profit margins to include: analyze and anticipate market conditions in order to identify market trends, customer requirements and competitive strategy, and identify opportunities for increasing customer and business value through product differentiation based on marketing manager overall plan.

Develop strategic launch plans based on stakeholder's input, with proposed deadlines and milestones.

Define and know the Target Audiences and know how to reach them. Understand clearly which are the market needs.

Understand the patient pathway for the related product.

Understand the buying journey process. Understand of the buyer's pain points, understand their information and who influences the purchase.

With a very strong synergy with company stakeholders (Sales, Marketing, Clinics, Education) locate and define KOL's for launch plan definition and execution.

With a very strong synergy with company stakeholders, lay out Comprehensive Strategic Plans. This includes things such as evaluation of the marketplace/competition, SWOT, pricing comparisons, how to measure success, communication planning, among others.

Develop a strong knowledge of the entering market and its best practices for successful product launch.

Communicate with all internal stakeholders goals, timelines, deliverables, obstacles, and dependencies.

Follow up on the launch project, holding all teams accountable for completing their tasks on time.

Main objectives:

Work in close relationship with Franchise Marketing Manager

Perform market research and customer needs

Create product positioning statement

Develop in synergy with market stakeholders a go to market strategy

Communicate launch details to stakeholders and project team.

Check-in with key stakeholders regularly to provide updates on the launch and ensure all questions are answered.

Communicate regularly with your product team, since they may have insights that could impact your marketing strategy.

Develop proper launching messages to each stakeholder (HCPs, distributors, sales team, education, clinic, etc.)

Qualifications:

Bachelor's Degree in business, marketing, or a related field included healthcare professional. A master's degree/MBA would be a plus.

Experience in sales and marketing position within the medical devices industry.

Knowledge of the healthcare system, medical devices/Pharma market, including key players, regulations, and trends.

Strong interpersonal and relationship-building skills with the ability to engage with customers, key stakeholders, and industry professionals.

Excellent communication and presentation skills in local language and English, verbal and written.

Ability to work in a dynamic and fast paced environment.

Understanding of Program and Portfolio Management is required.

Strong situational awareness, coupled with facilitation, team building, problem solving, and conflict resolution skills is required.

Demonstrated strategic thinking and problem-solving abilities.

Ability to work independently, prioritize tasks, and manage multiple projects simultaneously.

Willingness to travel as required: minimum.

Working knowledge of Windows operating systems, and Microsoft Office applications including Outlook, Word, Excel, PowerPoint, etc. is required.

What is great about being part of Convatec?

Convatec environment is fully focused on a company mission which is based on creating an incredibly valuable patient-oriented organisation which enables us to become the market leader by offering high value products to our customers.

As a Convatec employee you will become a part of fast-paced medical devices sector with a spotlight on making people's lives better

You will have access to series of trainings and personal development opportunities.

#LI-ML1

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Beware of scams online or from individuals claiming to represent Convatec

A formal recruitment process is required for all our opportunities prior to any offer of employment. This will include an interview confirmed by an official Convatec email address.

If you receive a suspicious approach over social media, text message, email or phone call about recruitment at Convatec, do not disclose any personal information or pay any fees whatsoever. If you're unsure, please contact us at .

Equal opportunities

Convatec provides equal employment opportunities for all current employees and applicants for employment. This policy means that no one will be discriminated against because of race, religion, creed, color, national origin, nationality, citizenship, ancestry, sex, age, marital status, physical or mental disability, affectional or sexual orientation, gender identity, military or veteran status, genetic predisposing characteristics or any other basis prohibited by law.

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