



TITLE: Product Marketing Manager –Gorbel® Medical
REPORTS TO: Director of Marketing

General Responsibilities:

The Product Marketing Manager heads the marketing plans, objectives, policies and work procedures for the rehabilitation product line of Gorbel. The hired candidate will establish relationships with the customers (clinical end users and influencers) that buy or are considering our products and use that knowledge to develop and implement marketing plans that allow us to acquire new customers, grow organically where possible and penetrate new markets. The Product Marketing Manager knows competitors, their products, and will develop/deploy sales tools to allow Gorbel to effectively compete. This person will be the champion for product enhancement/improvement and product expansions.

Specific Duties:

- Product planning: responsible for strategic sales/marketing plans for each product that will accomplish corporate goals
- Leads or participates on business development teams in order to systematically launch new products and programs that meet the needs of customers
- Prepares reports showing sales volume, potential sales, and areas of proposed expansion to grow
- Directs target market activities: this includes the identification of high potential markets/applications, ways to improve lead generation in our existing channels and new channel opportunities
- Provides alignment between engineering and sales in the areas of product enhancements, line expansions, and new products
- Creates and maintains the business line visions for products within the rehabilitation portfolio, including multi-year goals for sales and market penetration
- Responsible for making recommendations for price changes
- Sales support tool development: responsible for effectiveness of marketing collateral, web content, and programs that support the sale of our products
- Competitive position: assessing and reacting to competitive product changes and market changes
- Travels with territory reps to observe, educate and evaluate performance; meets with key clients, assisting sales representative with cultivating/maintaining relationships ,negotiation and closing deals
- Works with the inside business development group to resolve and strengthen our ability to provide useful information to customers and improve our method for delivering this information
- Systematically provides customer input to management so that plans can be developed to enhance the overall customer experience
- Translates features of products into tangible benefits to customers in a logical manner for maximum effectiveness
- Understands the information-gathering and buying cycle to ensure that promotional activities, collateral and sales efforts align with the proper stage in which the prospect resides
- Specifies market requirements for future and current products by conducting market research supported by ongoing visits to customers and prospects
- Represents Gorbel at trade shows and industry seminars



Job Qualifications:

- Bachelor's degree or eight-years of experience in the medical device marketing field. MBA preferred
- 3-5 years of progressive experience in product management, marketing management, or related technical field
- Demonstrated ability to take market input, develop plans, and lead the execution of those plans
- Excellent communication skills required (both verbal and written); proven messaging and content development skills
- Excellent interpersonal skills – ability to work with all levels within and outside the organization
- Proficiency with Microsoft Word, Excel, and PowerPoint. Use of reporting software (Tableau, Power BI) preferred
- Launching of new products within medical device or rehabilitation field
- FDA General Controls for Medical Devices knowledge. International regulatory knowledge preferred
- Working in a start-up organization
- Travel requirement: 30 – 35% required

Core Competencies to be Successful:

- Customer/quality focus
- Strategic, long term thinking
- Effective planning skills
- Project management
- Communication/Influence
- Leadership/development of others/team building
- Follow through

ADA Physical/Mental/Workplace Requirements

- Occasional lifting up to 25 lbs.
- Sitting, working at desk/personal computer for extended periods of time
- Primary work environment is professional corporate office

Gorbel, Inc. is an equal opportunity employer.