

Sr Product Manager / Marketing Manager

MBio is a technology development company focused on next generation products for human clinical diagnostics, veterinary, and environmental applications. MBio's core technology is a patent-protected planar waveguide system developed for fluorescence immunoassays, molecular diagnostics, and cell-based assays.

Job Duties:

This critical function primarily will be responsible for planning and executing marketing programs, developing sales tools, and supporting to the sales team.

Responsibilities:

This position reports to the Chief Marketing Officer.

- Develop, implement, and measure all elements of tactical marketing.
- Manage the entire marketing mix including advertising, digital tactics, physician education programs, trade shows, and other promotion programs for assigned product line.
- Support the sales team by implementing lead generation and/or qualification programs.
- Create and deliver product training to sales team and/or customers.
- Analyze market opportunities.
- Report on marketing and sales metrics.
- Lead cross-functional project teams related to portfolio responsibilities.

Required Skills/Abilities

At least 3 years of experience executing marketing activities for an innovative diagnostic product or medical device is an absolute requirement.

Must be detailed oriented with demonstrated results in new product launches and growth for innovative diagnostics or medical device.



Must have an understanding of US regulatory and reimbursement environment.

Outstanding problem-solving skills plus the ability to provide detailed, timely and accurate follow-up are critical.

Must have strong written and verbal communication skills to build solid relationships with both internal and external customers.

Strong MS Office (Word, Excel, PowerPoint) skills required. Experience with a CRM system is a plus (SalesForce.com preferred). Experience with design software is a plus (PhotoShop, InDesign)

Education and Experience:

Bachelor's degree with a life science concentration preferred. MBA is a plus

Physical Requirements:

- Prolonged periods sitting at a desk and working on a computer.
- Walking and talking with prospective customers

Applicant must have authorization to work in the U.S. Resumes must be accompanied by a cover letter explaining how the applicant meets the job requirements and desired skills. Please apply via applicable job website; or send cover letter and resumes to jobs@mbiodx.com with applicant name and the job title listing in the subject line. No phone calls, please. No third-party recruiters, please.

MBio Diagnostics, Inc. is an Equal Opportunity Employer committed to a culturally diverse workforce.