

Senior Strategic Marketing and Planning Manager

POSITION SUMMARY:

CaridianBCT is currently seeking qualified candidates for the position of **Senior Strategic Marketing and Planning Manager**. This demanding position spans from corporate-level business/solution strategy development to hands-on program execution. The ideal candidate will lead the strategic planning process across the organization, including coordinating and aligning the inputs of the different business and geographic areas, providing guidance, implementation and execution efforts for the process and collaboration with Business and Support Functions to set growth, profitability targets and plans.

The Senior Strategic Marketing and Planning Manager will be a subject matter expert on the points of view and processes for understanding the marketplace, identifying market trends and growth opportunities, diagnosing customer needs and behaviors, predicting likely competitive dynamics, and analyzing the economics of the business so that the Business Areas can make effective choices to maximize competitive advantage. This position will involve high cross functional interaction, strategic thinking, and interaction across the organization. Some of the key tasks include managing and conducting market and product opportunity assessment, strategy formulation development and growth opportunities/performance valuation.

KEY RESPONSIBILITIES:

- Strategic Planning
 - Lead/direct overall 5 year strategy development and planning process, tactical execution of the annual strategic plan process, and reporting on imperatives, corporate balance score card and marketing/market-penetration programs
 - Drive synergy and implementation of key planning, strategic marketing and business development processes and tools across and within the organization
 - Integrate corporate/ business performance needs into the marketing go-to-market plans
 - Conduct market and product opportunity assessment, market research, strategy formulation and financial valuation for growth opportunities/performance improvement strategies
 - Ensure understanding and alignment of all key stakeholders with the company's strategic plan
 - Throughout the year, identify key strategic issues to be analyzed/reviewed with executive team
- Business & Market Intelligence
 - Lead Market Intelligence at a macro level across the organization, establishing a comprehensive global company perspective and each of the Business Area links
 - Enhance company's ability to identify, anticipate and respond to customer, technological and competitive market trends
 - Develop corporate business and market intelligence structure, tracking competitive & market analysis
 - Lead ad-hoc analyses and market research studies (e.g., route to market, profit pools, distributor economics, etc.) as requested
 - Develop appropriate communication channels
- Marketing Processes
 - Manage the company's marketing council organization to drive common processes, best practices and tools across all global marketing teams
 - Collaborate and implement standardized processes on research, communications, corporate marketing, product marketing, market assessment, competitive analysis, product development, product launch plans, messaging, etc
 - Provide market data based insights and input to company's Business Areas for product positioning, pricing strategies, product commercialization and launch strategies
 - Drive best-in-class marketing practices within the organization and across Business Areas, influencing organizational thinking on marketing excellence
- Project Management
 - Direct project management across all corporate marketing - drive key strategic initiatives, planning, marketing processes, and corporate marketing process with Product Development
 - Participate in project prioritization process with Business Areas and Product Development and coordinate Product Mapping
 - Ensure day-to-day marketing strategy activities effectively support strategic initiatives and revenue, profit and cash objectives
 - Support the financial analysis and business case development of select initiatives and projects

- Support the coordination and management of Business Advisory Council

Required:

- Bachelors degree from an accredited college or university in related Marketing or Business Administration
- Minimum of 7 years in senior management; led the corporate strategic planning process for at least 3 years for a company in the healthcare industry combined with 5 years related strategic planning experience and 5 years within marketing with global responsibility
- Marketing experience in the healthcare industry with understanding of customer (hospital/OEM) needs and priorities.
- Manufacturing and healthcare industry experience required
- International Experience and Global mindset

Preferred:

- Masters of Business Administration and previous experience in the medical device industry
- Blood banking product and therapeutic knowledge
- Medical device industry and regulatory
- Demonstrated and documented project management experience

Other Qualifications:

- Experience in diagnosing business problems and building and executing multi-faceted, long-term, strategic plans based on business challenges
- Outstanding interpersonal skills including developing relationships at all levels in an organization and indirectly influencing business objectives. Ability to lead through influence and lead through operating in a cross-functional manner
- Thorough understanding of overall market analysis, planning, development and management
- Demonstrated ability to assume “business leadership” for assigned projects
- Ability to quickly become conversant in relevant business processes, financial processes, and corresponding business implications is a requirement for success.
- Leadership qualities, exemplified by proven ability to drive marketing agenda across functional groups through an enlisting and collaborative working style
- Strategic thinker with a strong global, financial, customer business process-oriented, value proposition and sales process-based thought process
- End-to-End thinker—focused on rapid execution of methodical, sustainable, “systematic” programs. (vs. one who reacts to address immediate need but does not build “institutionalized” or “repeatable” programs/value)
- Key marketing process experience implementing and executing cross multiple global functions and product lines
- Strong technical/financial, as well as conceptual aptitude Proficient with Microsoft Office (Word, Excel, PowerPoint)
- Excellent communication skills, both oral and written
- Technically sensitive and receptive
- Unique ability to balance strategic planning with hands-on tactical execution and work with a limited team
- Ability to successfully prioritize and manage multiple tasks while adhering to specified deadlines
- Strong focus on detail and accuracy
- High degree of initiative and self motivation with a strong sense of accountability
- Ability to work effectively in a team environment and build strong working relationships
- Ability to identify, analyze and solve problems with minimal direction and make decisions with confidence

Core Competencies

- Demonstrated success in managing and developing people
- Strategic Thinker and Solution orientation
- Outstanding Technical Marketing Skills
- Ability to lead through influence rather than authority
- Process orientation, strong organization and project management skills

We are proud to be an Equal Opportunity/ Affirmative Action Employer. We maintain a drug-free workplace and perform pre-employment substance abuse testing and background verification checks. For more information about CaridianBCT visit our website www.CaridianBCT.com.