

## **Product Manager**

### Position Summary:

Define the strategy for the assigned product portfolio which, in turn, will roll up into the overall Genomics strategy of Thermo Fisher Scientific. Manage all aspects of the Genomic Technologies Product Portfolio to ensure new product development and sales targets are met. Manage product from concept through its life cycle to its discontinuation. Duties include, but are not limited to:

- Understand the market for current and future portfolio by interrogating market reports, visiting customers and companies and events and by monitoring competitor activity.
- Analyze product portfolio sales trends and pricing to identify areas for improvement or strategic focus.
- Develop and implement an agreed marketing plan for the portfolio working alongside the Product Marketing team. This involves implementation of positioning, channel, pricing and sales support, advertising and promotion
- Utilize market information, voice of the customer and Research & Development to identify new product opportunities
- Work closely within the product development team to manage products through the new product development process to deliver a successful launch
- Coordinate with the Genomics commercial teams to deliver timely and effective product launches, including providing training materials for internal technical service and sales teams and effective forecasting
- Responsible for web content and catalogue content
- Work with Sales Specialists and Regional Product Managers to set list pricing and discounting policies for both direct and distributor channels
- Work with Operations to ensure that agreed service levels are in place for timely customer delivery of specific products
- Provide assistance to technical support team where appropriate
- Analyze viability of requests for customized products/OEMs, and launch where appropriate
- Recommend and implement approved discontinuation strategies
- Provide pro-active communication with senior management regarding the product portfolio, its performance and any major issues or changes in the market or competition

### Minimum Requirements:

- 3 years of relevant professional experience in sales and/or marketing
  - 3 years of direct product management in either a distribution or manufacturing company
  - Master's degree in science or an MBA + a bachelor's degree, preferably in a life sciences discipline (i.e., biochemistry, molecular biology, immunology or physiology)
  - Experience creating PowerPoint slides and presenting to large and diverse audiences
  - Able to travel internationally up to 20% of the time, possibly on weekends and over holidays
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Additional Desired Qualifications:

- Computer literacy, particularly with Microsoft Word, Excel and PowerPoint
- Excellent technical written and oral communication skills
- Pro-active problem solver
- Self-managing and self-motivating individual who can prioritize tasks effectively and meet customer expectations and deadlines

*NOTE: Relocation assistance is not available for this position.*

