



JOB DESCRIPTION

Updated 9/25/2018

Position: Associate Product Manager
Reports to: Sr. Field Marketing Manager

Position Summary

The associate product manager ensures that their assigned product line(s) can fully maximize the available sales and profit potential. They will act as an expert of assigned product line(s) and targeted market segments. The primary responsibility of the associate product manager is to ensure proper implementation and adoption of processes, products and services delivered by the company. They must understand and stay informed about an ever-changing payer climate and competitive intelligence. They work closely with the Downstream Marketing Leadership to articulate the value proposition, and drive positioning and promotion within the field teams. They understand and anticipate customers' needs and strategically position products/solutions to generate commercial growth.

Accountabilities & Responsibilities

The associate product manager supports the realization of sales through the field sales organization. Their focus will be on maximizing customer awareness, sales penetration, and field communications. Moreover they are responsible for informing product lifecycle management across the portfolio based on key performance and sales indicators.

This position is responsible for downstream analysis and support of marketing related activities, including ROI, opportunity assessments, and sales training initiatives to continually increase Tactile Medical's revenue stream, competitive positioning, and to achieve annual goals. To achieve those annual goals, in conjunction with Downstream Product Manager(s), this individual will need to understand, synthesize and translate the needs of our customers and our sales force into executable business plans that create customer benefit and competitive advantage. This individual will also be responsible for the operational aspects of the business including participating in order process enhancement, collaborating on market and segment strategy and tactics, and working with the sales teams to ensure adoption and adherence to initiatives. They will also interact with operations to ensure accurate forecasting for existing products in the field. Effective collaboration with the Sales Team will be a requirement for this position.

Key Activities:

- Maintains strong interaction and alignment with the Sales Team to ensure proper communication on, and understanding and adoption of, business process best practices. Uses market data to influence field activity.
- Responsible for key business reporting (Acct Summary, Marketing Analytics, HMS utilization, etc.)
- Understands the customer experience in order to direct improvements to obtain strategic differentiation
- Understands process and product flow along the downstream supply chain (from Tactile To Customers) to ensure efficient process and identify areas for potential improvement.

Education & Experience:

Education

- Bachelor's degree in marketing or related field; MBA or working toward MBA a plus

Experience

- 1-3 years of relevant business experience preferably in medical device field
- Understanding of product and market assessment methodologies to support marketing execution

Skills

- Comfortable dealing closely with sales representatives, physicians and patients
- Ability to develop market assessments and reports to closely monitor and drive business
- Strong time management skills with a track record of managing multiple tasks/projects simultaneously
- Demonstrated ability to strategically analyze business operations and make informed action plans
- Demonstrated competency of analytic skills (e.g. using and manipulating data in Excel)
- Proven ability to quickly gain competency of complex subject matter and communicate it to others
- Self-directed with strong organizational and interpersonal skills including
- Excellent written and verbal communication abilities; Detail oriented and organized
- Ability to work alone, cross-functionally and in teams
- Willingness and ability to travel 30-40%
- Ability to lift 20 pounds

Knowledge & Skills:

- Demonstrate a comprehensive knowledge of assigned product line(s) and market segments.
- Understand and stay informed about an ever-changing payer climate and competitive intelligence.
- Support Internal and External Teams in the day-to-day operations of the business.
- Evaluate market and field needs, and with the direction of the Downstream Marketing Leadership, develop initiatives to drive brand awareness, growth and adoption across target market segments.
- Develop market analyses utilizing various information sources and market research methods.
- Collaborate with the Communications Team to develop consistent messaging across all channels.
- Drive initiatives and projects to completion on-time and within budget.
- Assist with the development and implementation of commercialization plans, including pricing, promotion, and sales training.
- Maintains compliance with all appropriate regulatory requirements including HIPAA.
- Other duties as assigned by the Downstream Marketing Leadership team.

Competencies:

- Change Agent
- Influencing
- Planning
- Communication
- Process Management
- Priority Setting
- Peer Relationships
- Problem Solving

It is the policy of Tactile Medical to provide equal opportunity (EEO) to all persons regardless of age, color, national origin, citizenship status, physical or mental disability, race religion, creed, gender, sex, sexual orientation, gender identity and/or expression, genetic information, marital status, status with regard to public assistance, veteran status, or any other characteristic protected by federal, state or local law. In addition, Tactile Medical will provide reasonable accommodations for qualified individuals with disabilities.

ACKNOWLEDGMENT

I have received, reviewed and fully understand the job description for this position. I further understand that I am responsible for the satisfactory execution of the essential functions described above.

Employee's Printed Name: _____

Employee's Signature: _____ Date: _____