

PRODUCT MANAGER PI ONCOLOGY, NORDICS

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Company Name Becton Dickinson

Location Stockholm

Job Description

Product Manager PI Oncology, Nordics

An exciting opportunity has arisen within the Peripheral Intervention (PI) business unit as Product Manager PI Oncology, Nordics.

Becton Dickinson (BD) stands as a global leader in medical technology, revolutionizing healthcare with cutting-edge solutions. Their commitment to innovation in medical diagnostics, healthcare products, and research fuels their mission to transform patient care across the globe

Job Description Summary

The purpose of the role is to drive sustainable, profitable growth by defining, executing, and continually improving the marketing processes and drive country business strategies for the PI Oncology portfolio of innovative solutions within biopsy, both needle and vacuum solutions. Bone biopsy, ports, drainage etc. in the Nordics. You will ensure successful development of innovative marketing strategies that delivers tangible differentiation and value creation of the portfolio. You will report to the Country Business Leader, BD Interventional, and will work closely with the Nordic Sales Manager, PI and PI Oncology Sales Team as well as the Nordic and regional (EMEA) PI marketing organization. The position is preferably hybrid working out of the BD office in Stockholm, Liljeholmen, however we would also consider hybrid working out of other BD sites in the Nordics.

The environment

Peripheral intervention (PI) is a dynamic market, challenged by having many competitors and a constant introduction of new innovative products with increased complexity. As a leader in this area, our strategic imperative is to develop solutions across our PI portfolio and services to answer our customers' needs and support them in this challenging environment. Our main product users are breast radiologists. Anesthesiologist, interventional radiologists.

Main responsibilities will include:

- Develop and execute marketing strategies and tactics that drives business growth. Actively drive life cycle management and product portfolio prioritization in relation to current portfolio and new product launches.

- Apply customer expertise and in-depth experience of the selling process to develop value propositions that resonate with customer's needs. Build tactics, implement campaigns, and activities with a clear view on return on investment.
- Collaborate effectively with multiple internal stakeholders in and outside the Nordic team, supply chain, customer service, legal department and again, regional (EMEA) teams and leaders and others. Act as the Nordic champion for the portfolio and the market.
- Strong partner in financial planning processes, budgeting, and forecasting for the PI Oncology product portfolio. Drive and communicate accurate supply forecast process.
- Train, educate and support the sales force in terms of product knowledge, competitive advantages, and optimal deployment of tactical initiatives.
- Provide support and expertise in tender excellence and strategic tender processes. Activity contributes to successful customer interactions and tender submission when relevant. Instrumental in defining pre-tender differentiation advantages.
- Develop strong Nordic Key Opinion Leader engagement and external stakeholder relationships.
- Identify macro trends, analyze market and competitive data, consolidate findings to support the strategic planning processes.

About you

- Bachelor's in business, medical, scientific or equivalent degree is preferred.
- Previous experience in the healthcare industry (sales- and/or marketing). Mammæ-radiology, radiology or oncology field is required.
- Understanding of omnichannel marketing, development and implementing campaigns.
- Very good interpersonal skills, proactive and positive attitude, and passion for healthcare.
- Familiar with analytics, KPI and metrics.
- Demonstrates success in translating business needs into product portfolio strategies.
- Well organized, able to prioritize appropriately and display good time management skills.
- Excellent in verbal and written Swedish/Scandinavian and English.
- Flexible regarding travel

To apply

We are looking forward to receiving your application as soon as possible.

For more information about BD, the role and to apply, please contact Emil Jakobs, Moveup Consulting AB, 070-264 98 93

To apply, please send your application in the form of a CV to emil.jakobs@moveup.se

By submitting your application, you also give your consent to storing your personal information, including CV & Cover letter, and that we own the right to share this information with third parties (our client). You can withdraw the consent at any time.

Om företag

About BD

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To learn more about BD visit: <https://bd.com/career>

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