



Senior Global Product Manager, IOLs

Location: Europe

COMPANY OVERVIEW

BVI® is a global ophthalmic medical device manufacturer with a mission to deliver high quality solutions and innovation for advancing eye surgery and improving the vision of patients. With nine decades of developing leading products and solutions, BVI partners with ophthalmic surgeons to improve the vision of millions of patients across the globe. Our team supports surgical teams, in more than 115 countries worldwide, either directly or through our network of trusted distributors. Our trusted brands include: Beaver® (Knives and Blades), Visitec® (Cannulas), Malosa® (Single-Use Instruments), Vitreq® (Vitreoretinal Surgical Products) and PhysIOL® (Premium Intraocular Lenses).

PURPOSE

Global responsibility for product and life cycle management of current portfolio and pipeline new product development for monofocal IOLs and IOL delivery systems.

RESPONSIBILITIES

- Work with the Global Marketing Director to contribute towards the global marketing strategies for IOL portfolio
- Develop and define marketing and business plans by obtaining a clear understanding of the market needs and commercial opportunities, define pricing strategies and market opportunities
- Develop global product marketing materials
- Provide technical and scientific support for the global IOL portfolio range
- Review and monitor market needs and continuously alert for any changes using sources of market intelligence
- Develop KPIs to monitor and measure product performance
- Manage IOL brand identity across all media, material and sales channels and ensure brand compliance in line with company brand identity
- Participate in and actively engage in organising specialist marketing programmes for major industry conferences
- Build effective working relationships with R&D and QARA departments in facilitating new product development



- Build strong working relationship with global sales team to facilitate strong coherent link between marketing and commercial
- Project management as part of the product development programmes within the business
- Involvement in planning and coordination of clinical work for pre and post-market studies for new and existing products
- Support key opinion leaders programme initiative (through PR and practice management)
- Work with the Global Marketing Director to ensure budgets are in line with the business strategy

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

- Product marketing experience
- Experience in medical devices or pharmaceuticals
- Strong creative background
- Experience launching new products and managing product life cycles
- Good scientific background, able to comprehend and interpret scientific/clinical data
- Strong business acumen – financial awareness, strategic thinking, business planning and budgeting, ability to develop and execute key tactics
- Strong interpersonal skills and relationship builder – KOLs, key partnerships, external agencies etc.
- Analytical and problem resolution skills
- Good organisational skills
- Flexible ‘can-do’ attitude needed to thrive in a rapidly growing and changing company
- Ability to travel internationally

MINIMUM REQUIRED EDUCATION AND EXPERIENCE

- Bachelor's degree in Marketing / Science / Optometry / Engineering or related field and 6 years relevant experience; or equivalent combination of education, training and experience



PHYSICAL REQUIREMENTS

- Extensive use of keyboard requiring repetitive motion of fingers.
- Extensive use of telephone and face-to-face communication requiring accurate perception of speech.
- Regular sitting for extended periods of time.
- Requires 30% international travel.

BVI is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability, or protected Veteran status.

The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities and qualifications required of employees assigned to this job.

Important notice to Employment businesses/ Agencies

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