



Associate Director,
Cataract, VR Equipment and consumables
Location: Europe

COMPANY OVERVIEW

BVI® is refocusing the future of vision. As one of the fastest-growing, diversified surgical ophthalmic businesses in the world, our purpose-built portfolio spans more than 115 countries. We've set our sights on touching the lives of millions of patients affected by conditions such as cataracts, refractive error, glaucoma, retinal disease, and dry eye.

Unburdened by legacy or bureaucracy, we have developed our strategy around a simple concept — taking pride in delivering innovative solutions for our physicians and patients, based on their needs. We trust and empower our associates to make decisions and solve problems because collaboration drives us. Valuing agility, simplicity, and transparency, we stay committed to listening to our customers, delivering for our patients, and keeping the future in focus.

PURPOSE

Global responsibility for product, life cycle management and commercialization of current portfolio and pipeline of new product development for:

- Cataract and dual function cataract-vitreoretinal equipment
- Captive equipment accessories and consumable
- Strategic portfolio of post sales services (Support to head of Tech Services)



RESPONSIBILITIES

- Activities to support Global Marketing director:
 - “Long-term” portfolio strategy, new market activations, launches and long-term demand
 - Portfolio GAP detection, product improvements
 - Development of strategic plans per therapeutic area (VR, Cataract, presbyopia)
 - Development programs (NPI)/lifecycle management programs/BD&L – Product assessment, sizing the business opportunity and prioritization
 - Resource allocation, spend-monitoring
 - Pricing & Commercial policies
- NPI: Launch planning, forecasting, alignment with “down-stream”/sales, local launch programs reviews, KPI monitoring
- NPI: Strategic product positioning, key messaging, reasons to believe, key/unique selling points
- Market-surveillance: Competitor’s claims, new product entries, market’s trends, new beliefs, new techniques, and clinical applications
- Marketing assets:
 - Planning assets creation/adaptation
 - New assets creation, approval, distribution and local implementation
 - Sales feed-back collection
- Manage equipment brand identity across all media, material and sales channels and ensure brand compliance in line with company brand identity
- Acting as commercial reference point to RA, QA, R&D in respective innovation unit
- Supports R&D in evidence generation plans and definition
- Support key opinion leaders’ programs initiative (through PR and practice management)



REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

- In depth surgical equipment products knowledge, technical/business
- >5 years experience in international marketing positions within equipment business
- Experience launching new products and managing product life cycles
- Good scientific background, able to comprehend and interpret scientific/clinical data
- Fluent in English (written and spoken)
- 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 organizational 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 / Business / Engineering or related field and 6 years relevant experience; or equivalent combination of education, training and experience
- Minimum 5 years' experience in international strategic marketing position for ophthalmic surgical equipment
- Strong knowledge across the entire portfolio of instruments, accessories for cataract and vitreo-retinal surgery

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 50% international travel.
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Interested? Submit a **cover letter** and **C.V.**
to TalentAcquisition@bvimedical.com



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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.

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