



# ROLE PROFILE

## General Information

**Job Title :** Global Product Manager

**Acronym** (filled in by HR) : RPTT

**Review :** 0

## Job Purpose

Is responsible for the product planning and execution throughout the product lifecycle, including: gathering and prioritizing product and customer requirements, defining the product vision, and working closely with engineering, sales, marketing and support to ensure revenue and customer satisfaction goals are met. The Product Manager's job also includes ensuring that the product supports the company's overall strategy and goals.

## Major Accountabilities

- **Market Analysis:** develop and maintain updated market data, research, analyze and remain informed about competitive products, support development of price strategy and competitive pricing/market share analysis;
- **Product Support:** define the product strategy and roadmap according to Corporate Strategy, develop the core positioning and messaging for the product, create and execute launch plans, contribute to new product designs, coordinate Strategic Planning to ensure the sale and profitability of products, lines, or services, analyzing general and local business market factors and trends, develop and execute strategic and tactical plans, including sales tools and collateral;
- **Product Development:** consult with R&D on competitive analysis and on product specifications and configurations, formulate new product proposals, identify and address competitive activity, identify, define and present new and existing product development opportunities and strategies to management, actively participate in development of products to meet anticipated market needs and specifications, refine current product working with R&D, engineering, surgeons, and others;
- **Product support:** coordinate and participate in promotional activities and trade shows, working with developers, advertisers, and production managers, to market products and services and select products and accessories to be displayed at trade or special shows, formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers and local product managers;
- **Product support:** supports marketing planning, which includes an analysis of competitive products and selling techniques, consumer research, in-country reimbursement, sales budgets and strategic plans, utilize customer segmentation and product positioning models to formulate and execute marketing techniques and channel management;
- **Product Development:** ensure deliverables are performed within Quality System and Business Conduct;
- **Sales Support:** prepare, provide product and service support materials to field personnel, coordinate and participate in promotional activities and trade shows, working with developers, advertisers and production managers, to market products and services and select products and accessories to be displayed at trade or special shows, coordinate training and education activities for customers and sale forces;
- **Sales support:** coordinate sales forecasting and strategic planning to ensure the sale and profitability of products, lines, or services, analyzing general and local business market factors and trends, perform product demos to customers, develop and manage International key opinion leaders and centres of excellence.

## Background (State the required education, experience level, and competency profile)

### Education :

An MBA is preferred

**Experience :** Must have industry experience in Orthopaedics or Medical Devices, including 3 years of marketing experience or combination of marketing and sales.

**Professional Requirement :** /

## Technical/Soft Skills

Description	Advanced	Intermediate	Basic
Effective communication (both written and oral)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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## Technical/Soft Skills

Description	Advanced	Intermediate	Basic
Visualization and presentation skills. Ability to tailor the information/communication style to the audience	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Persuasion and negotiation skills	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Drive for results	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to analyze all aspects of a situation, identify potential solutions, and implement the best solution	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to prioritize and balance needs of all stakeholders to meet customer expectations and project schedules	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to adopt a can-do approach in areas of functional, ethical and compliant behaviour	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to work cross functionally, coordinating or leading the whole marketing and product development effort	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to make complex decisions	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to go beyond existing knowledge base and to expand understanding, methods, and procedures	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Interpersonal skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge of the entire division including markets and corresponding competitive products	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
English language (spoken and written form)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understanding of medical language, procedures, technology, and science	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understanding of orthopaedic industry	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understanding of P&L activities and of relevant business disciplines outside the product function	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Knowledge of key product lines within responsibility	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge and experience in Product Management and Marketing sciences on a global basis (e.g. quantitative methods, forecasting, inventory management, consumer behaviour, division management and profitability)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ability to capture and predict market trends, issues and competitive environment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

## Read and Approved

**Date:**

**Signature:**

**Area Vice President's Signature :** 25/07/2017

**Employee's Signature** (for acknowledgement) :