



To complete our team, we are looking for a:

Marketing Manager ENT and General Surgery

inomed is a global medical device organization and leader in developing equipment for Intra-operative Nerve Monitoring systems and accessories. The range of products we produce are disposable instruments, established nerve monitors, and other associated surgical devices. These systems are primarily used during ENT, Spine, and Cranial procedures to reduce the risk of nerve injury.

inomed Inc. is the US subsidiary of inomed GmbH, which has been in business since 1991 and continues to grow globally.

We are seeking a talented and experienced Marketing Manager to lead the marketing strategy for the ENT & General Surgery product lines for inomed Inc. & inomed Canada. This position will report to inomed's Director of global ENT and General Surgery Marketing & will be an integral part of the marketing team helping to drive initiatives that will accelerate market adoption of inomed ENT & General Surgery products in the USA & Canada. This role can be based anywhere in the U.S. near a major airport.

Responsibilities will include:

- Lead development and implementation of market definition, value strategy, differentiation, and positioning
- Carrying out user training and education including OR support.
- Provide US and Canada sales organizations with product presentations in-house, online and in operating rooms
- Support in the preparation of education & training programs and marketing collateral
- Organization and support of education & training events
- Planning & participation in relative industry symposiums, congresses and events
- Close collaboration with users and clinical opinion leaders
- Management of strategic key opinion leaders and medical societies
- Development of product and marketing strategies through market observation and close contact with clinical partners
- Market and competitive analyses
- Help lead team in the development and execution of marketing initiatives in US & Canada product launches.
- Develop effective messaging and marketing programs across ENT, Endocrine & General Surgery customer types that articulate the core value propositions.
- Educate and coach sales representatives on strategic sales & products.
- Support the portfolio strategy for inomed Inc. & inomed Canada, by providing commercial input for portfolio and therapeutic area strategies and business plans.



- Collaborate with the Business Leadership team to evaluate opportunities to complement internal assets and optimize inomed Inc. & inomed Canada portfolio, and overall business.
- Collaborate with cross-functional team members and customers (physicians) in technology/product assessments.
- Help to identify ways to close the strategic sales portions of designated transactions.
- Partner with sales management to improve strategic sales product penetration.
- Maintain a database of customers, potential customers & partners with routine monitoring to stay abreast of business development opportunities.
- Collaborate with sales partners to lead the creation and execution of well-coordinated commercial strategies and launch plans, embedding customer insights from health care providers.
- Help drive the organization to achieve organizational revenue targets.

Requirements:

- Bachelor's degree in marketing, business administration, or a relevant field
- A minimum of 5 years experience in product management, marketing management, sales or a similar role in medical-related industry
- In-depth knowledge of marketing techniques and best practices
- Capacity to manage various projects and work to tight deadlines
- Excellent negotiation and leadership skills
- People management skills
- Outstanding written and verbal communication and presentation skills
- Works remotely or actively in the field
- Preferably IONM and ENT experience

JOB AND HOURS:

- Full-Time, Monday – Friday
- Some Weekends
- 50%+ Travel with a portion of that being international travel

What We'll Offer:

- An in-house, in-service and online product training program
- Inomed, Inc. works with a third party Place Of Employment (POE) to define a competitive benefits package that includes medical, dental, short and long term disability, 401k with 4% match (100% match for the first 3%, 50% for the following 2%).
- Ten days paid vacation days, and eleven paid nationally recognized holiday pay.
- Competitive salary with commission and bonus structure

inomed offers a challenging position with good career prospects in a fast-growing international company. We also offer a very competitive compensation package which consists of a base salary and commission.

In order to apply, please send your application with a CV and a brief description of your career to jobs@us.inomed.com.