

Job Description

Job Title	Product Specialist
Department	Sales & Marketing
Reports To	VP Sales & Marketing
Location	Cincinnati – with remote option
Effective Date	

SUMMARY: The Product Specialist is responsible for the identification of market trends, customer needs and product specifications, and participates in the global product planning process. The position also manages the product portfolio, leads the phasing in/out of products and identifies gaps and opportunities to close those gaps with outside suppliers.

DUTIES AND RESPONSIBILITIES:

- Provides market analysis, customer needs, industry trends, and competitive analysis
- Establishes a competitive product map with strengths/weaknesses as well as pricing analysis
- Establishes a product/feature portfolio map and collaborates with global product planning to develop a product/feature roadmap
- Supporting the development of new products in collaboration with global development team
- Establishes business/marketing plan for new product introductions
- Manages the launch of new products and phase out of obsolete products
- Maintain the relationship with KOL and other customers
- Conduct market research, round tables, and other means to gather information
- Identify OEM suppliers or additional product manufacturers who's products might complement our portfolio
- Collaborating with sale & marketing teams to align on strategies and tactics
- Support organization during training and educational programs

QUALIFICATIONS:

- Bachelor's degree (B.A.) or equivalent
- Four to six years related experience
- OR and surgical table experience a plus
- Working knowledge of business plan preparations
- Demonstrated ability to interpret economic conditions and anticipate the impact on the organization

- Working knowledge of data collection, data analysis and interpretation, evaluation, and scientific method
- Proven business acumen skills with national and global perspective
- Excellent written and verbal communication skills, including presentation skills
- Good judgement with the ability to make timely and sound decisions
- Ability to work with all levels of management, customers and business partners
- Strong organizational skills; able to manage priorities and workflow
- Strong skills with MS Office and other IT solutions

PHYSICAL DEMANDS AND WORK ENVIRONMENT:

- Ability to enter Operating Room settings
- Ability to occasionally lift up to 20 pounds
- Some overnight travel by car, plane, or other means. Occasional international travel possible

I acknowledge to have read the job description:

Employee Name: _____

Employee Signature: _____

Date: _____