

Job Advertisement

	Position:	Surgical Endoscopy Product Manager
	Division:	European Medical Systems Division
	Company:	FUJIFILM Europe GmbH

FUJIFILM is a globally operating technology group. Committed to continuous innovation FUJIFILM brings leading-edge products to a broad spectrum of industries including medical, life sciences, consumer electronic, chemical, graphic arts, information systems, photography and office products based on its vast portfolio of digital, optical, fine chemical and thin film coating technologies.

For our European Medical Systems Division Endoscopy located at FUJIFILM's European Headquarters in Düsseldorf we are looking for a

Surgical Endoscopy Product Manager (m/f/div)

Organization:

The European Medical Systems Division Endoscopy (EXE), with its HQ position at FUJIFILM Europe GmbH in Düsseldorf, is responsible to carry out sales strategies and service operations for endoscopy in Europe.

Essential duties and Responsibilities:

The Surgical Endoscopy Product Manager has an international scope for the region Europe, where FEG is responsible for and develops, executes and follows-up on launch plan of FujiFilm surgical endoscopy product and marketing objectives, plans and strategies oriented to guarantee a sustainable and profitable growth of the Surgical Endoscopy businesses in taking direct responsibility over the following lines within Surgical Endoscopy.

- Rigid Endoscopy System
 - GS
 - GYN
 - URO
 - ENT
 - Arthroscopy

- OR integration (To be developed)

These include: launch plans for new products; advertising and promotional initiatives to support the product lines; hold sales and product training; address competitors' selling activities; analysis of the current competitive market; positioning, placing and pricing of Surgical Endoscopy products in the market. Perform market research and provide market information to field personnel and Distributors. Assess new product and business opportunities within the product lines. Identify area of growth and the potential of new procedures within the fields. Make recommendations to establish the right sales and marketing structure in Fujifilm Europe and at countries level to effectively manage the business.

Required knowledge and skills:

- Lead the strategic direction of the specific lines within Surgical Products in the region.
- Provide leadership and direction regarding Surgical Endoscopy Products offerings as well as all phases of new product launch. This responsibility includes:
 - Identifying attractive markets for new product introduction.
 - Communicating launch objectives and program to distributors and customers.
 - Drafting, proposing, and reviewing a pricing policy for the division's products that takes into

- account the strength of the product offering, competitive situation and overall market conditions.
- Establishing appropriate inventory levels of product to meet anticipated demand.
 - Developing and delivering training regimens to FEG Sales Entity and Distributor personnel to effectively sell and service the product.
 - Tracking and evaluating product performance and sales after product launch. Monitoring customer satisfaction with initial installations and use of the product. Communicating closely with technical staff in the field on product performance issues.
 - Visiting customer sites.
 - Monitoring product sales and track against projected sales, revenue, and profit.
 - Developing and implementing counter-trend strategies, e.g. special promotions; propose and implement strategies to increase growth and market share or profitability.
 - Monitoring and evaluating the competition's response to the new product introduction. Initiating appropriate action to counter competitive activities.
 - Proposing additions to the product portfolio. Proposing and managing deletions from the product range.
- Perform market research and provide market information to personnel and Distributors.
 - Set, develop and follow-up Strategic and Annual Marketing Plans for the specific lines within Surgical Endoscopy Business in coordination with Sales Team.
 - Develop and communicate technical, sales and didactic support material to FEG Sales Entity and Distributor personnel. These include: training plans, promotional material, product bulletins.
 - Actively participate in market segmentation and prospecting processes with Sales team and Distributors at countries level.
 - Support the development of Reference Centres across the Region as showrooms for Surgical Endoscopy products.
 - Develop KOLs and close relationships with them.
 - Recommend and manage participation in trade shows and workshops to promote the sales of assigned products. This includes:
Identify those congresses and shows FEG should participate in and coordinate with Distributors communication strategy, products to promote and all related activities and logistics.
 - Perform other duties as assigned.

Skills and Qualifications:

- Minimum of 5 years of experience working in Surgical Endoscopy field.
- MBA or equivalent knowledge required.
- 4-year College Degree (Marketing and Communications major a plus) or equivalent knowledge required.
- Must possess strong communication (written and verbal), interpersonal, project management, organizational/follow-up and computer skills.
- Ability to work independently and in a team environment, multi-task, and maintain a strong attention to detail required.
- Microsoft Office Suite expertise. Experience with MS Project a plus.
- Must speak English fluently. French, Italian, German, Spanish a plus.
- Knowledge and experience in the Medical Devices Industry preferred.
- International travel required (40%).

We offer an exciting, challenging position with highly international work, an attractive compensation package and personal growth opportunities associated with working at a global and innovative company.

If you are interested to join our team, please send your application (including copies of certificates, references, earliest entry date and salary expectation) preferably by e-mail to: silja.bischoff@fujifilm.com.