



SourceMark, LLC

302 Innovation Drive, Suite 410
Franklin, TN 37067

Job Description: Product Manager	
Department: Product Management & Marketing	
Reports to: Vice President, Product Management & Marketing	
Type of Position: Full-time	Hours: Hours needed to satisfy all job requirements; exempt

General Purpose:

The Product Manager is responsible for working across all teams and manufacturing partners, owning the entire product development lifecycle for all Patient Warming, Tourniquet, and Infection Prevention products. Bringing product management experience, the ideal candidate will thrive about helping define, develop and manage the portfolio in the areas of revenue growth and EBITDA growth. This role will use both up-stream and down-stream Product management tactics to build on an already robust portfolio with new products, but also manage the exit of legacy or outdated technology. This will be a high-profile position within a growing Product and Marketing team, in an established and respected company known for its strong business values, diversity - and core 'family' corporate culture.

General Description:

- Conduct research to analyze market trends, customer behavior, and competitive landscape, and prepare reports by collecting, analyzing, and summarizing data
- Support the Marketing and Sales teams ensure comprehensive product marketing materials are available and trained on, including persona's, competitive positioning, unique features/benefits and SWOT analysis
- Lead efforts related to the management and organization of product launch, line extension and retirement
- Develops a strategy for the product portfolio, ensuring the products and investment matches market demands supporting the portfolio achievement of revenue and EBITDA annual targets.
- Responsible for tactical implementation of key market research programs, including: voice of customer needs analysis, market share measurements, and client advisory boards
- Creates accurate forecast for product portfolio including impact of new product introduction as managed through the organizations Stage Gate Program.
- Develop plans and manage the gathering of clinical and technical data to support sales and marketing claims.
- Communicate proactively to all levels of management and relevant stakeholders on matters concerning supply chain, customer service, regulatory, sales and marketing.
- Integrate customer feedback and market data into Stage Gate Program to ensure the development of future products / solutions have a strong value proposition for both the customer and the company



- Further knowledge and education regularly through workshops, research, seminars, and share best practices, new marketing ideas and tactics with the team
- Proficiency in Microsoft Word, PowerPoint, and Excel
- Be customer centric with all management, co-workers, customers, and vendors

Skills/Qualifications:

- Bachelor's degree in Business or Marketing
- A minimum of 3 years of product management experience, preferred at least 2 years in healthcare
- Experience with at least one significant product launch is preferred
- Experience with commodity, disposable or "mature" product line management is preferred
- Knowledge of acute care setting to include the operating room environment
- Experience in a small organization environment with experience helping setup and management programs to growth product and portfolio revenue
- Must possess strong problem solving and communications skills
- Manage multiple tasks simultaneously and meet deadlines.
- Ability to adapt to changing needs and priorities and respond quickly and positively.

Physical Requirements:

- Must be able to sit at a desk and work on a computer for extended periods of time
- Periodic weekend and evening work are expected
- Some travel may be required, up to 20%. Primarily U.S. travel possibly some international.