



has since 1995, been working in close partnership with the Vietnamese healthcare sector to support the constant strive for excellent healthcare.

We have three offices: HCM Head Office, Da Nang Rep. Office and Ha Noi Rep. Office.

## We are looking for Product Manager, Imaging Business Unit - HCM



### Job Scope

- Management of product lifecycle, pricing and monitoring of profitability for assigned portfolio.
- Planning and executing product-related marketing activities and campaigns in alignment with overall segment strategy and supporting business and strategic planning (business plan).
- Responsibility of content in tender business (product, price, quantities, timing).
- Analysis of new market segments to assess opportunities and provide recommendations for new launches including pricing strategy and positioning of products.
- Provide product and marketing training and support sales, enabling organization to commercialize products.
- Develop and complete customer database and assist the synchronization of it with the CRM system of the company.
- Assist with the development of the annual marketing plan and for controlling advertising, promotion and sales aids in accordance with the annual marketing plan.
- Building solid market intelligence through KOL/key customer network, market and competitor analysis to understand coming market trends and seek for new opportunities. (Customer database, trends, market needs.)
- Interface to market to ensure products meet market needs and escalating complex product issues.
- Managing and coordinating marketing events according to the strategies of the company.
- Give scientific presentations
- Lead and develop team members
- Analyze and give recommendations for any adjustments of product and marketing plans to win
- Assist product and marketing team members in their daily job in Product, Marketing and Sales support.

### Job Requirement

- Minimum Bachelor degree in life science or Business/marketing, preferably Master's degree.
- Minimum 3 years of experience as a product manager or similar commercial and manager position, preferably within medical industry/life science.
- Strategic marketing and sales management.
- Ability to work independently and to manage complex situations.
- Self-motivated and "can-do" attitude.
- Excellent presentation and assertive communication skills.
- Operational and business driven.
- Drive initiatives and create complete projects, and able to execute them.
- Fluent in English.

### Why Should You Apply?



### How To Apply?

[hr-recruitment@medigroupasia.com](mailto:hr-recruitment@medigroupasia.com)

<http://www.medigroupasia.com/Careers>

