

Position: Product Marketing Manager (San Francisco Bay Area)

About us: We are a venture-backed commercial stage startup developing Multiplexed Ion Beam Imaging (MIBI), a Stanford University technology for measuring protein expression in tissue samples. Compared to existing technology, we offer a huge increase in multiplexing capability as well as higher resolution and the possibility of 3D imaging. Researchers and clinicians can use MIBI to provide new insights into disease pathogenesis. We are looking for a Product Marketing Manager who will perform market research and competitive analysis, develop a market development plan and lead product management activities across MIBI instrument and reagent systems.

About you: You are a seasoned biotech marketing professional, with experience in strategic planning to identify market growth opportunities and develop and build the product roadmap. You have hands-on experience working with engineering and R&D teams to drive voice-of-customer based product requirements for instrument and reagent systems. You have demonstrated experience in launching successful products, performing market research and pricing analytics. Your technical background enables you to engage with customers, identify product differentiation for building sales tools & collateral with strong product positioning. You maintain a professional demeanor when interacting with customers and colleagues and understand the import of being the face of the company to our customers.

Duties:

- Perform market research, competitive & funding analysis to build market growth projections for MIBIScope instrument systems and services.
- Develop market development strategy and implement plan to expand customer outreach globally for MIBIScope services and instrument systems.
- Partner with marketing to develop campaigns, product and application collateral.
- Collaborate with the engineering and R&D teams to provide product requirements for the next MIBIScope instrument and reagent platform.
- Responsible for leading product roadmap activities for instruments and reagents to be supported with existing MIBIScope and next generation of instrumentation.

Requirements:

- 5+ years of experience in marketing, with a successful track record of product launch planning and management.
- Experience in conducting market research analytics to identify growth opportunities and build 3-5 year product portfolio projections.
- Demonstrated ability to identify commercial opportunities and develop aggressive and innovative market development and pricing analytics to capitalize on those opportunities
- Familiar with Academic, Biotech, Clinical and Pharma market segments
- Market knowledge of applications such as immuno-oncology, immunology and neuroscience and methodologies used in these fields such as IHC, ISH, NGS sequencing, PCR etc.
- Strong analytical, communication skills to work with cross-functional teams and senior management to help define product roadmap for next gen. Of MIBI products.
- Experience with product launches involving capital equipment, consumables and software
- Experience and demonstrated aptitude both managing and prioritizing multiple initiatives
- Able to engage in work-related travel approximately 25% of the time

Education:

- BS or MS, science focused major strongly preferred.
- PhD or MBA is a plus

Ionpath is a venture-backed commercial stage startup. Read more about MIBI, a technology developed at Stanford University, here: <https://www.ncbi.nlm.nih.gov/pubmed/24584119>.

For more information or to apply, please contact hire@ionpath.com