



Job Description

Title: Global Marketing Manager

Reports to (position): VP, Product

Approved by: _____ Date: _____

About Us:

Bruin Biometrics, LLC ("BBI") is a medical device developer unique for its focus on sensor-based devices for monitoring and detecting chronic diseases earlier and with greater diagnostic certainty than currently accepted methods.

The company's first product is the SEM Scanner, a hand-held non-invasive device that measures subepidermal moisture, a biomarker that has been found to detect early-stage pressure ulcers as much as 10 days earlier than visual observation. SEM has also been correlated with various medical conditions including pressure ulcers, burns, skin cancer, cutaneous edema, hemodialysis, and diabetic foot. SEM Scanner has received approval for marketing in Europe and Canada.

BBI is also developing OrthoSonos, a non-invasive device for real-time orthopedic joint monitoring and assessment of prosthetic implant failure; and Po2M, the first device for monitoring tissue oxygenation at a specific location in real time. Po2M is initially being tested for continual monitoring of tissue and vascular viability in the feet of diabetics. Diabetes can cause peripheral artery disease and peripheral neuropathy, putting patients at risk for foot ulcers.

BBI is based in Los Angeles and maintains a European office in Manchester, UK.

For additional information, visit www.bruinbiometrics.com. Follow BBI on Twitter at <https://twitter.com/bruinbiometrics>.

Job Summary:

We're looking for a talented Marketing Manager / Director to be responsible for supporting the SEM Scanner™ wound management product line with a wide range of marketing and commercial operations activities. The Marketing Manager is responsible for the overall successful global commercialization of BBI product lines. This position will report to the VP, Product and work direction with the EMEA Managing Director, UK Sales Manager, and EVP of Operations.

The ideal candidate will be highly detailed and organized, able to independently manage multiple projects, and will take a hands-on approach to the business to be highly accountable for results. The successful candidate will develop a confident, in-depth knowledge of the product and the market to achieve an appropriate level of clinical knowledge to be viewed as a resource by our customers, sales team and internal employees

Key Responsibilities and Accountabilities:

- Work with VP, Product and Regional Managing Directors to drive global marketing strategy for SEM Scanner
- Liaise with Regional Commercial Teams to achieve marketing goals, execute annual marketing plan and support the ongoing commercialization of the SEM Scanner across UK, Ireland, and Canada
- Guide the launch of the SEM Scanner™ into new markets, including the US
- Identify new product or market opportunities as we continue to launch the SEM Scanner™ globally.

Specific Responsibilities

- **Global Marketing:**
 - Coordinate with Global Marketing, Regional Leadership & Product Leadership in development of Product Marketing Strategy, Global Product Messages, etc
 - Responsible for all activities and content for www.bruinbiometrics.com
 - Support VP, Product in driving branding development for BBI and product portfolio
- **Product & Market Expertise**
 - Serve as product expert viz a viz market knowledge, product technical / clinical knowledge.
 - Monitor competitive activity and industry developments impacting businesses.
 - Develop programs to educate sales staff and clinicians enforcing consistency across regions (with cross-functional product team members)
 - Work with regional commercial team to collect product feedback, competitor activity, and determine need for additional research, collateral etc
- **Regional Marketing Support & Execution**
 - Support planning and execution of regional marketing activities within project budgets in coordination with regional commercial team
 - Scientific Conferences & Symposia (EWMA, WOUNDS, SAWC)
 - Sales & Marketing materials
 - Sales & Clinical Training programs & materials
 - Product Case Studies, Customer Testimonials, Patient Stories
 - Develop and manage available clinical publications and marketing materials for to support SEM Scanner
 - Ensure compliance of local messaging and materials with global messaging and within regulatory requirements
 - Manage and develop strong partnerships with vendors (e.g., creative agencies, printers, conferences etc) to execute brand plan deliverables within project budgets

- Support broader global marketing activities including PR, Advertising, Direct Campaigns, and Website maintenance.
- **Opinion Leader Management**
 - Manage and track activities and interactions with Key Opinion Leaders
 - Drive development and execution of KOL events (e.g., regional roadshows, Scientific Advisory Panel, peer-to-peer programming)
 - Develop strong relationships with opinion leaders and work with them on critical projects related to advancing the product

Education and Experience:

1. 3+ years of product management, marketing or reimbursement/access experience in science or medical-related field (i.e., medical device, diagnostics, health technology)
2. BS/BA in a biological science or medical field or a nursing degree, MBA desirable
3. Clinical experience and / or acumen
4. Ability to give tabletop demonstrations of products and articulate technical attributes
5. Detail-oriented self-starter – hard-working, creative, organized, and disciplined in commitment and accountability. Capable of working independently to stay on track, pursuing solutions without supervision and handling multiple projects simultaneously
6. Exceptional interpersonal, written / verbal communication, and data-driven decision making skills
7. Experience working in a fast paced, start-up environment (preferred)
8. Financial modeling and forecasting skills.
9. Strong computer software skills, including expertise with Word, Excel and PowerPoint.
10. Excellent written and oral communication skills.
11. Demonstrated leadership ability, team management, and interpersonal skills.
12. Excellent analytical and abstract reasoning skills, plus excellent organization skills.

Additional Skills & Travel Requirements

1. Support the VP, Product by providing additional support on an ad hoc basis.
2. Willingness and ability to travel (e.g., conferences, visits to the distributor/manufacturing facilities).