

**JOB DESCRIPTION – European Regional Marketing Manager**

| <b>Description</b>                 |   |
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| <b>Job Title</b>                   | European Regional Marketing Manager   |
| <b>Reports to Title</b>            | Senior Director Global Marketing  |
| <b>General Accountability</b>      | <p>Our mission is to Profoundly change the standard of care by creating a tomorrow where clinicians can confidently ablate tissue with precision; a tomorrow where patients have access to safe and effective treatment options, so they can quickly return to their daily lives. Changing the standard of care is part of our fabric. We are a group of energetic, problem-solvers focused on innovation, and looking to change the world. If you want to make a Profound impact with your career, here is your chance.</p> <p>The European Regional Marketing Manager is responsible for product marketing focused in the European Region. He/she is responsible for executing marketing strategy and policies to achieve business objectives and growth aspirations. This individual will serve as the subject matter expert in all marketing-related activities through various channels with the objective of driving and attaining sales growth. The regional marketing manager will be the key marketing partner with Regional sales leadership on the go-to-market strategy. He/she will communicate regionally important product development requirements to the product development teams.</p>  |
| <b>Duties and Responsibilities</b> | <ol style="list-style-type: none"><li>1. Develop overall marketing strategy and objectives in-line with our growth aspirations and alignment to our business strategy.</li><li>2. Collaborate with heads of Sales and Corporate marketing to build an integrated go to market growth plan..</li><li>3. Develop and promote branding initiatives consistent with corporate business goals and objectives, focused on building the brand profile of Profound and its product in the Region.</li><li>4. Design and implement marketing programs including social media, customer workshop, clinical peer to peer training, and other promotional brand building programs.</li><li>5. Prepare an annual marketing budget, schedule expenditures, analyze variances, and initiate corrective actions.</li><li>6. Define value propositions, build product launch plans and go to market strategies to successfully achieve regional growth initiative targets.</li><li>7. Conduct market research and analysis to define market size, share and trends and devise programs to respond accordingly.</li><li>8. Conduct Competitive Market Analysis on product characteristics, competitor marketing and sales strategies, and pricing analysis.</li><li>9. Provide guidance on forecasts for market size, growth rates, market share and dollar sales</li><li>10. Design, execute, and measure effectiveness of marketing campaigns with Key Performance Indicators, regularly updating</li></ol> |

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|  | <p>the management teams with reports on impact of activities.</p> <ol style="list-style-type: none"><li>11. Identify and build alliances with public and private entities and key influencers to promote our devices and programs in the region.</li><li>12. Build and execute on trade show and conference plans, attend trade show and convention appearances in order to build relationships and promote the organization's initiatives.</li></ol>  |
| <b>Competencies</b>  |  |
| <b>Education</b>   | An MBA or post-secondary degree in Marketing, Communications and/or Business   |
| <b>Certifications</b>  | N/A  |
| <b>Key Attributes<br/>(experience, skills and technical knowledge)</b> | <ul style="list-style-type: none"><li>• Minimum 5 years of marketing experience, preferably in the Medical Device, Biomedical or Biotechnology industry</li><li>• Demonstrated track record in building brands with Key Opinion and Key Thought Leaders in a clinical environment.</li><li>• Excellent understanding and working knowledge and proven success with brand building and brand management</li><li>• Proven track record in deploying marketing programs across multiple channels</li><li>• Influential value add functional partner to the business</li><li>• Proven strong analytics mixed with creativity to design new approaches to solve problems</li><li>• Exceptional oral and written communication skills and attention to details</li><li>• Highly effective project management, prioritization, multi-tasking, and time management skills to meet deadlines</li><li>• Energetic, self-motivated, and results-oriented</li><li>• A well-defined sense of diplomacy, including solid negotiation, conflict resolution, and people management skills</li><li>• Extensive travel is required</li></ul> |