



**JOB DESCRIPTION – MARKET DEVELOPMENT MANAGER
(U.S. – WEST COAST)**

Description	
Job Title	Market Development Manager (U.S. – West Coast)
Reports to Title	TBD
General Accountability	<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 US Market Development Manager is responsible for developing and executing strategic marketing plans to seize market advantages on the US West Coast, on the basis of sound business relations to existing and prospective customers for the organization. This individual is expected to penetrate new markets for the products of the company and to introduce new selling means and facilities in the new market with the ultimate objective of expanding new revenue streams and customer acquisition. The Market Development Manager will also launch and manage products, services, and associated brands to meet profitability goals through effective marketing to the new audiences.</p>
Duties and Responsibilities	<ul style="list-style-type: none"> • Generate and maintain an expanding sales funnel through consistent development of new business opportunities • Cultivate new business by managing customer relations, developing proposals, negotiating contracts and various other related items. • Initiate research, development, and implementation of new marketing programs, including direct mail, corporate sales, Internet marketing, conventions, workshops, advertisements, sales tools and other initiatives. • Analyze market trends to determine feasibility and profitability of new or existing offerings; make recommendations based on findings. • Establish, develop and maintain partnership relations with the possible channel partners • Develop and maintain customer information and an expanding contact network • Support development of sales and marketing material • Joint development projects and programs (integrated projects) with key business partners • Preparing medium term sales and profit estimates for each development project and program. • Maximize brand value through the development of ancillary revenue streams and new opportunities. • Ensure all products, services, and other offerings conform to



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	<p>brand identity; conduct ongoing brand management.</p> <ul style="list-style-type: none">• Determine pricing and profitability margins into new markets based on market research and other projections.• Collaborate with product manager, sales, production, and operations personnel to prepare sales forecasts.• Develop marketing plans within budget requirements.• Provide support and tools to account managers and other sales staff that will drive sales within new areas.• Prepare and deliver reports on the status of all market development and marketing programs and initiatives to senior management.• Communicate and negotiate with promotional partners as needed for joint marketing activities.• Monitor, evaluate, and report on competitor activities; make recommendations based on findings/opportunities discovered.• Other duties as required
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Competencies	
Education	<ul style="list-style-type: none">• University degree in marketing, advertising, sales, or business administration, or equivalent.• Master degree an asset
Certifications	N/A



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**Key Attributes
(experience, skills and
technical knowledge)**

- Previous experience in the Medical Device Industry is required
- 5-8 years of direct work experience in a product and in market development management capacity.
- Extensive travel required
- Excellent understanding and familiarity with brand building and brand management.
- Proven track record in creating and executing successful marketing, Social Media marketing, and direct marketing programs.
- Direct experience with new market entry and successful execution of product launches
- Knowledge of ethical marketing best practices and associated regulations.
- Demonstrated proficiency in marketing techniques, technologies, and solutions.
- Ability to attend and conduct presentations.
- Ability to build and sustain relationships with key opinion leaders and business partners, including, wholesalers, and resellers.
- Strong knowledge of competitive analysis methods.
- Experience managing freelancers and contractors.
- Highly effective project management, prioritization, multi-tasking, and time management skills to meet deadlines.
- Excellent written and verbal communication skills.
- Proven team player who is both flexible and adaptable