



MARKETING MANAGER, EMEA

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The Marketing Manager EMEA, reporting directly to the Vice President of Sales and Marketing EMEA (or the VP of US Marketing), plays a crucial role in shaping and executing the marketing and education strategies needed to achieve our strategic goals. This position involves close collaboration with core commercial teams and various cross-functional partners to establish brand positioning, value proposition, and product awareness. Additionally, the Marketing Manager EMEA will represent and train commercial teams (both direct and indirect) in cross-functional meetings and serve as a key company representative in discussions with physicians and other external stakeholders.

THE POSITION

Marketing

- Congress execution including booth, collateral, meeting planning
- Clinical marketing - supporting the publication and presentation strategy with messaging and tools for the sales organization in collaboration with clinical and market access. Training the organization on the messages and tools.
- Maintain & track KOL management
- In collaboration with VP Clinical Affairs, manage roundtable and advisory board strategy
- Market model development and maintenance
- Collaborate with VP of Sales and Marketing in the Strategic Planning process and distillation into Annual Operating Plan
- Life-cycle marketing management of Histology including monitoring and analyzing industry trends and competitive landscape to identify opportunities for growth and improvement
- Development and execution of Digital marketing strategy
- Build and execute on a rolling 'Quarterly Plan of Action' to deliver towards meeting company strategic objectives
- Establish and drive consistency across product value proposition and core messaging and branding
- Development of relevant marketing materials to support product sales & therapy adoption
- As appropriate, and in collaboration with the VP, build and maintain a customer Relationship Management portal
- Collaboration with Market Access and Reimbursement on development and





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maintenance of the value dossiers and input into HTA materials

- With Medical Advisor and VP Clinical Affairs, build clinical marketing approach and materials
- Upstream marketing support including input into console and accessories iteration and new product development and market need assessment
- Manage marketing budget and coordinate external resources, such as consultants, designers, and marketing agencies, to support marketing initiatives

Education

- Support VP Clinicals and training/education efforts (Centers of Excellence, training programs, internal onboarding)

REQUIREMENTS

Required Competencies

- Demonstrated ability to manage multiple concurrent activities
- Effective communicator to internal and external stakeholders
- Strong analytical skills
- Experience in establishing and maintaining a product brand and messaging
- Strong interest in growing business (size and geographies-wise)
- Team player and collaborative personality
- Must be able to travel up to 50% of time when required
- Self-starter, comfortable with ambiguity, excellent problem-solving skills
- Product launch experience required
- Experience developing and executing plans across a range of traditional and digital platforms (i.e. Omnichannel Marketing Experience)
- Exceptional storyteller and communicator capable of explaining complex scientific and technical concepts in simple terms
- Strong cross-functional leadership skills, with proven experience managing complex projects through influence
- Strong strategic thinking skills, ability to scenario plan, craft strategic options, prioritize and creative problem solve beyond the scope of traditional industry frameworks and practices is required
- Solid understanding of the commercial, regulatory, and legal environment in the medical device industry and demonstrated integrity and ethics on work-related compliance considerations is required





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Background and Qualifications

- A minimum of 5 years at Manager level or above in Marketing functions, ideally in the MedTech or medical imaging sector
- Life Sciences or Marketing or Business graduate degree
- An industry background in cancer surgery, Pathology or/and imaging is a strong advantage

