



HR One Group
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Erkenningsnummer
VG. 1690/BO B-AB10.018.

PRODUCT MANAGER

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Managing Director
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JOB DESCRIPTION

Are you ready to lead the marketing activities for our ophthalmology product range across the Benelux? As a Product Manager, you will develop and implement impactful marketing strategies in close collaboration with the Marketing Manager, further establishing our company as a trusted partner in ophthalmology. You will drive marketing plans to ensure product growth and increase adoption by delivering an exceptional customer experience. This dynamic role combines direct customer engagement with close collaboration at both local (Marketing, Medical, Sales, Regulatory) and international level. Join us to make a meaningful impact in eye care!

KEY RESPONSIBILITIES

- Develop the Annual Marketing Plan of your Benelux product portfolio:
 - Propose strategic and operational plans adapted to the product situation in its respective market
 - Master market intelligence
 - Budget control, monitoring and forecasting of product sales
- Execute and follow-up on those marketing plans and strategies precisely and rigorously.
 - Develop documents, tools and promotional materials in compliance with regulatory and legal constraints
- Interact fluently with Local Marketing Team as well as the Global Marketing Teams
- Collaborate closely with the Sales team (PS/KAM/District Manager) to promote market growth
 - Assess the response to and suitability of current promotional material and adapt if necessary
 - Responsible for providing the sales team with the necessary technical expertise to enable them to sell the product
 - Follow-up with activities in the field
- Establish and maintain his/her relationship with the Key Opinion Leaders regarding the different planned and ongoing collaborative projects, as well as during advisory boards
- Organize and participate in international & national events, both live and remote (digital).
- Propose, in collaboration with the Medical Science Liaison, new medico/marketing activities in line with the market needs

QUALIFICATIONS

- Master's degree in science
- First experience as a product manager (2-4 years)
- You are fluent in French, Dutch and English (in a professional context)
- Able to work with high degree of autonomy
- Team player with a dynamic and optimistic attitude
- Proactive, with excellent communication skills and strategic insight
- Ability to analyse/evaluate data & use data points to adapt strategy/tactics





- Goal oriented and strive for innovative solutions, being entrepreneurial
- Ability to lead several projects at same time (prioritization)
- You have a good knowledge of MS Office
- Previous experience with launching new product(s) is a plus

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