

Sr. Director of Marketing

We are seeking a skilled Sr. Director of Marketing to join us in our new office in Englewood, CO. Major duties include the following:

- Manage activities related to consumer, professional, and digital marketing programs.
- Conduct market research focusing on patient data, competitive pricing, market share, customer satisfaction and product analysis.
- Develop and implement distributor, physician and sales training programs.
- Interface with clinicians and Product Development regarding product enhancements and innovation.
- Create and implement product launch plans in coordination with Product Development, Sales, and Operations teams.
- Develop, implement, and monitor advertising and promotional activities such as collateral, public relations, and related items.
- Identify, hire, and manage direct reports, ensuring thorough knowledge about the industry, technology, product features, benefits and positioning, competition, and other factors.
- Maintain superior knowledge of clinical environment and competitive technologies in addition to medical, technical, and biomedical developments related to company products.
- Regularly communicate with and work collaboratively with the sales team, and other relevant departments and staff to improve existing technology and to expand product offerings or to support new business ventures/fields.
- Ensure compliance with ISO 14155 and other applicable requirements.

Qualified candidates must possess the following:

- Minimum ten years related experience in the pharmaceutical, biologics, and/or medical device industries with at least five years management experience
- Bachelor's degree is required; MBA desirable
- Excellent presentation skills
- Excellent verbal & written and communication skills
- Must be willing to travel up to 25% of the time, both domestically and internationally
- Current knowledge of compliance guidelines and regulatory requirements
- Experience in working cross-functionally with internal colleagues
- High level understanding of digital marketing platforms, strategies and tactics
- Microsoft Office skills required

Send your resume to: careers@viveve.com