

# Product Marketing Lead (m/w/d)

## Responsibilities

- Execute on product marketing strategy
- Work with Strategic Marketing, Product Development, Product Management and R&D to build product roadmap and requirements
- Prepare and implement marketing messaging for product launch plans
- Prepare and conduct external product demonstrations Plan and coordinate conference/ exhibition presence
- Collaborate with Strategic Marketing & Product Management to develop product messaging
- Develop marketing collateral/manage marketing support from external agencies/freelancers
- Develop marketing materials for strategic, research and clinical partners
- Develop and manage digital marketing campaigns and copy in collaboration with Strategic Marketing
- Serve as company-wide curator for marketing material and assets
- Perform and/or manage market research, segmentation analysis, competitor analysis and communicate to broader product team
- Collect feedback, identify unmet needs from customers, and support development of short and long-range strategies for product/service expansion
- Support business development to build and maintain relationships with key strategic partners and key opinion leaders

## About GNA Biosolutions

GNA Biosolutions, based at the Science Hotspot Martinsried near Munich, develops diagnostic instruments and assays for the ultrafast detection of pathogens. Our unique, proprietary technology, Pulse Controlled Amplification (PCA), has received awards for its innovative potential in the past. PCA technology, a further development of the PCR method, enables highly sensitive molecular tests in a matter of minutes in a wide range of applications, such as the detection of multi-resistant bacteria in hospitals and in many other areas where fast and reliable DNA analysis is particularly important.

## Position requirements

- Knowledge of the molecular diagnostics market
- Track record of successful product/service launches, ideally in molecular diagnostics
- Strong analytical skills
- Excellent communication and presentation skills (German and English)
- Ability to build and present a strong business case
- Ability to work successfully in a fast-paced, deadline-driven environment
- Excellent interpersonal and organizational skills
- Willing to travel domestically and internationally up to 25%

## Education and experience

- B.Sc. minimum; advanced degree Ph.D. or M.B.A. valued
- Minimum 5 years work experience in Product Marketing or Product Management
- Biotechnology, diagnostics or clinical experience highly valued

## We offer

- An exciting and versatile field of activity, in which even unusual approaches to solutions find an ear
- Flexible working hours
- Promoting participation in continuing training
- Flat hierarchies and a collegial environment
- Regular employee events, so that you can quickly become a part of our team

## Contact for applications

Would you like to become part of our team? We would be pleased about it! Please send us your detailed application, stating your salary expectations and the earliest possible starting date, to [career@gna-bio.com](mailto:career@gna-bio.com). For further questions, Mr. Sebastian Spahn is your contact person at [spahn@gna-bio.com](mailto:spahn@gna-bio.com).