

Product Manager EMEA English



Locatie **Gelderland, Putten**
<https://www.advertentieX.nl/x-1601936-z>











The world is filled with products, but you feel closer to some products than others. Medical devices/healthcare products are one of those – They are there to maintain our lives.

Currently, I’m working with our clients in the medical device sector and we are looking for a Product Manager who enjoys the process of product launches. What will you do?

As a Product Manager, you will be responsible for bringing product to the market, based on consumer and market insights. This includes identifying the product requirements, pricing, channel strategy, and go-to-marketing strategy. Marketing communication tools as part of the Product Launch Process (PLP) will fall within your scope, too. In this position, you will be working closely with Quality Assurance and Regulatory Affairs, and Marketing and Sales teams. To be specific, you will be responsible for

- Identify new product requirements based on the translation of the consumer needs and work closely with OHQ to ensure timely launches in EMEA
- Manage new product development for a product range, including defining target consumer, product requirements, pricing, channel strategy, go-to-marketing strategy and marketing communication materials
- Develop marketing communication tools for new product launches, in close cooperation with Trade Marketing
- Contribute to the category’s mid and long-term innovation roadmap
- Execute new product launch activities within the agreed budget in collaboration with OHQ, the sales team, supply chain management team and QA/RA/TCS team
- Ensure timely completion of the PLP gates, in close collaboration with the PLP project manager

Website [klik hier voor meer](#).

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