



JOB DESCRIPTION

Product Manager

COMPANY OVERVIEW:

Founded in 1988 in Grand Rapids, MI, Innovative Medical Systems (“IMS”) is a unique specialty distribution sales and service organization focusing exclusively on acute care hospitals and integrated delivery networks (“IDNs”). Since inception, IMS has grown from 3 principals serving one state to over 50 employees serving customers nationwide.

Our growth and success stems from identifying healthcare and technology trends and capitalizing on them by aligning with leading manufacturers and developers to deliver superior products and system solutions with sales and support expertise. In the same way hospitals specialize in complex procedures, IMS has developed a highly refined “solutions-based approach” to its business. IMS delivers the optimized product or service for each application, resulting in excellent customer outcomes. IMS has become a trusted partner to hundreds of hospitals, applying a customer-centered approach to its sales, installation, and support procedures, providing individualized solutions to complex and unique hospital product and system needs, resulting in long-term customer satisfaction. For more details, visit: <http://www.innovative-medical.com>

CORE JOB OBJECTIVE:

The Product Manager serves as the business manager for assigned product lines, with the primary objective of optimizing the business potential of current and future products within those product lines. The Product Manager must maintain the overarching perspective necessary to successfully manage all business aspects and relationships necessary to ensure that the product line successfully meets corporate sales goals and objectives.

KEY JOB ELEMENTS:

Understanding and Managing the Business

- Research and analyze strategic and tactical market dynamics for both current products and future product acquisitions. Strategically position products that are viable for both present and future markets to maximize business value and address product life cycle
- Understand relevant customer product needs including features, benefits, pricing, and key buying influences
- Become the resident expert on assigned product lines
- Grow product lines by identifying and developing new products to fill market needs
- Maintain a proactive business plan for assigned product lines

Vendor Relationships

- Act as primary liaison for product vendors
- Manage vendor relationships to ensure maximum performance and collaboration
- Identify and analyze new vendors in the market: both potential partners and potential competitors
- Tap vendor resources and experience to obtain market, product, and customer intelligence

Sales Relationships

- Work with sales department to set annual product line sales goals based on market environment, product strengths, and product weaknesses
- Work with sales department to develop a strategic product sales plan, including IDN agreements and action plans
- Utilize and analyze customer resource management software (“CRM”) and other available modalities to monitor program success and assist sales department with required adjustments to sales plan
- Work with sales and technical staff to verify customer needs and develop the required system templates necessary to prepare project proposals and quotations
- Review technical documentation for complex projects to ensure proper generation of formal quotations
- Ensure proper generation and review of final quotations for complex product and system sales
- Where appropriate, ensure proper sales activity documentation in CRM

Marketing Relationships

- Work closely with marketing staff to develop lead generation and marketing strategies in support of sales efforts
- Provide substantive product content for marketing efforts
- Work with marketing staff to develop programs for effective product demonstration via audio and video methods

Training and Education

- Train sales and marketing staff on current product lines and markets to maximize lead generation and sales efforts
- Ensure sales staff can effectively demonstrate product lines to new and existing customers
- Promptly integrate new product lines into marketing and sales efforts
- Educate sales staff concerning competitive products
- Assist sales staff with product demonstrations and presentations with particular focus on strategic sales implications
- Act as a conduit for the sales force to communicate business opportunities and market conditions in order to develop and execute strategic sales plans

Management Responsibilities

- Hire, train and manage Product Specialists as needed

PREFERRED EDUCATION AND EXPERIENCE:

- Bachelor's degree in applicable field
- Previous sales or product management experience preferred but not required
- Previous experience in the healthcare industry helpful but not required

JOB SKILLS:

- Proven ability to lead and manage a team to achieve product development and sales goals
- Willingness to work as part of a larger corporate team to reach overall product sales goals
- Highly motivated, self-driven individual with a record of successful independent project management from conception to delivery
- Organized, detail-oriented, and capable of multi-tasking
- Excellent presentation skills with demonstrated proficiency in both oral and written communication
- Demonstrated tact, judgment, and maturity necessary to successfully serve as a business manager for the assigned product group
- Strong strategic and tactical sales skills
- Technical aptitude (depending upon product)
- Proficiency in MS Office Suite (Excel, Word, PowerPoint, Outlook, etc.)

TRAVEL:

This position requires occasional travel to customer sites.

WORKING CONDITIONS AND ENVIRONMENT:

The position of Product Manager is based out of the IMS office in Grand Rapids, Michigan. This position reports to the Product Group Manager for the applicable product line.

Physical Demands:

The following physical activity is required (percentage of time during a typical workday may vary)

- Ability to sit or stand for periods required for travel, particularly travel by car
- Ability to sit, stand or move as required to conduct training and presentations
- Ability to sit or stand for periods of time as required to perform office duties
- Ability to read a computer screen or projected screen
- Ability to communicate orally or in writing