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# Example of Product Manager, Hematology Job Description

Our innovative and growing company is looking for a product manager, hematology. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for product manager, hematology

* You are responsible for writing Annual Brand Plans and implementing activities
* You are responsible for sales cost budgets
* You have contact with and give product support to our Hospital Account Managers
* You take part in developing sales material and you teach your area of expertise to your colleagues
* You take part in conferences and congresses in Denmark and abroad
* Manage implementation of all Marketing materials (Digital and hard formats) required by sales team
* Market analysis, understanding and mapping needs of customers
* Identification of growth opportunities (product and customer segment specific)
* Adoption of the marketing mix
* Provide inputs into sales tactics & operating plan

## Qualifications for product manager, hematology

* Responsible for development and execution of marketing / sales promotional campaigns
* Development of promotional and educational material for customers
* Developing and conducting specialized sales force training activities on existing/new products in order to raise knowledge and awareness
* Responsible for preparing product forecasts in co-ordination with sales, and constantly monitoring inventory levels to ensure supply timelines
* Actively collaborate with regulatory team for timely new product registration and renewals & ensure smooth supplies of regents
* Develop relationship with KOL’S