



# Example of Global Product Marketing Job Description

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Our company is searching for experienced candidates for the position of global product marketing. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for global product marketing

- Partner with the overall Global Marketing & Education Team in the planning and execution of event management
- Assist with executing the annual product franchise plan
- Develop product strategies, market positioning, pricing, programs, competitive analysis and distribution pathways to best grow the franchise while remaining consistent with the overall Surgical Energy business strategy
- Create product development specifications and interfaces with product developers (R&D engineers) or others to arrange for the creation of prototypes
- Participate in product design meetings to discuss and exchange ideas and concepts to meet the demands of the market place
- Work closely with R&D or individually in identifying unmet customer needs for new product business opportunity and assisting R&D in developing the concepts prototypes invention disclosures patents
- Lead market research activities with clinicians to gather critical details which will contribute to the user requirements and product specifications for the project
- Result of the research will be shared with other functions or within the marketing department
- Maintain expertise as the "product and clinical specialist" by attending procedures, courses, workshops, tradeshow, and staying abreast of industry changes and advancements
- Arrange animal/cadaver labs for the purpose of product testing / evaluation /

## Qualifications for global product marketing

- Develop deep understanding of WW hip market and DePuy Synthes portfolio
- Partner with regional marketing teams to collect market and customer insights
- Create and nurture close, collaborative professional relationships with surgeon customers and key vendors to gain alignment and create a shared sense of urgency
- Demonstrated ability to manage, coach and inspire a team
- Proven experience collaborating with and influencing product management, operational, and engineering organizations
- Left- and right-brain thinker who draws energy from analytical, technical and creative thinking