



# Example of Market Product Manager Job Description

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Our innovative and growing company is hiring for a market product manager. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for market product manager

- Work with PSO staff, engineering and support organizations to triage and respond to security escalations and inquiries
- Manage and drive open escalations and inquiries to resolution working with cross-functional teams
- Publish and maintain security knowledge base articles to address customer inquiries effectively
- Generate operational and executive reports
- Be the prime driving force in the organization for the successful introduction of POL solutions in assigned geography across all dimensions, including frequent communication to all channels, customer demos and workshops
- Channel Strategy – Define/Execute a comprehensive channel strategy in coordination with Sales, RBC & product marketing for channel qualification & onboarding, channel management, commercial strategy incl channel incentives and new solution introduction
- Continuously monitor the evolution and the behavior of direct competitors and interpret the possible consequences for Nokia products and initiate roadmap changes as required
- Own Tier One marketing strategy and oversee execution of marketing plan
- Lead the development and implementation of elevated experiences for Tier One customers
- Manage day to day operations of premium Tier One servicing strategy and lead expansion of this strategy to more customers

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- 3+ years marketing experience in healthcare, medical devices, pharmaceutical, or biotechnology industry
  - Understanding of hospital IT infrastructure and workflow is preferred
  - Experience working cross-functionally with marketing and sales and/or direct sales experience
  - Strategic and tactical marketing skills with emphasis in value selling capabilities
  - Product based market research or management consulting
  - Deeply experienced in market research methodologies and best practices – framing, conducting research first hand, analyzing results and synthesizing recommendations