Example of Product Manager, Hematology Job Description

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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

- 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