

While this role is initially managing consultants, it is anticipated this leader will build and scale a best-in-class team of marketeers to support commercial growth objectives as the business expands. You thrive in a start-up environment and have a successful track record of leading innovative marketing plans that position the company and their diagnostics products ahead of the curve in the molecular diagnostics/life sciences space.

Establish a comprehensive strategic position along with tactical marketing plans that competitively position the company for success.

Lead all product launches, promotional marketing campaigns and marketing communication efforts, aligning them with the company's commercial strategy.

Develop and cultivate a strong understanding of both the patient pathway and key physician stakeholder needs to create effective value propositions and key messages to drive early product adoption.

Drive an integrated market approach, ensuring "voice of customer" information is considered for all new products and for identifying present and future business needs, trends, and opportunities.

Integrate marketing communication promotional plans into the marketing foundation, developing communications tools and defining key conferences that enhance the company's presence and compliment the overarching marketing business plan.

Actively manage the advertising agency relationship and deliverables, ensuring a cost effective approach.

Maintain an active awareness of the translational medicine, oncology, companion diagnostic, and pharmaceutical services markets, competitors and customers.

Operate at a strategic level, leading long-term planning/forecasting, as well as at a tactical level, leading the execution of key deliverables on short timelines to achieve the target.

Cultivate a strong partnership with the Sales organization to constructively partner and contribute to corporate/commercial goals and objectives.

Partner with IT Technology Management and Finance to develop and manage a metrics/reporting system to track and maintain an active awareness of marketing program success. Distill findings into actionable insights to evolve program success.

Hire, develop, and motivate a high performance team of marketeers. Build an effective organizational structure, processes, and a collaborative culture that emphasizes achievement of both short and long term business objectives.

Leverage market research and 3rd party data to size the market opportunity and translate this knowledge into creating successful marketing programs. Perform in-depth analysis with both key

external and internal stakeholders to understand adoption barriers. Build short and long-term marketing plans to garner early adopters.

Participate on cross-functional teams consisting of colleagues from Commercial, Sales, Market Access, IT, Finance, Medical, Product Development, Lab Operations, Customer Service and Corporate Communications to ensure the best possible outcomes that are seamless to the customer while also improving business growth opportunities.

Exemplify our core values –Visionary, pioneering, truth seeking, driven, honest and considerate communication, embrace diversity and operate with transparency and integrity.

## **Requirements**

Bachelor's degree in related field with 12 to 15 years of progressively responsible marketing roles with branded products in both business and consumer markets.

Strong preference for candidates with background in oncology, diagnostics, pharma or life sciences market. Direct to patient experience preferred.

Dynamic leader with 10+ years of people leadership experience and demonstrated success in building and managing high performance teams.

Strong understanding and experience in building out a marketing foundation from the ground up for a biotech/molecular diagnostics company.

Strong clinical knowledge and experience translating clinical and health economic data to promotional messaging.

Expertise in best-in-class marketing tools, programs and initiatives.

Adept at hiring top talent and building a successful, team oriented organization.

Strategic and creative leader with ability to skillfully manage, motivate, inspire and direct others within a fast-paced, dynamic environment.

Proven experience in launching products in a HIPAA, FDA/CLIA regulated environment.

Sound judgment/decision making skills.

Ability to analyze and problem solve complex issues that impact performance.

Prioritize and drive to results with a high emphasis on quality.

Successfully partner within all levels of the organization and respond with a strong sense of urgency.

Solid negotiation skills, highly adept, influencer.

Excellent communication skills, both written and oral. Able to provide succinct, strategic, and actionable insights to senior executives. Ability to present controversial or complex topics to senior management, public groups and/or Board of Directors.

Superior organizational and time management skills.

Self-motivated, entrepreneurial, able to contribute both individually and as a leader.

Solid computing skills.

Travel throughout the United States as the business needs dictate.

Ability to build a strong, influential network of relationships with key strategic market stakeholders and related influence groups that impact access to our products for Providers and Patients

Maintain a high degree of confidentiality and composure in managing complex business conditions and sensitive scientific data, HIPAA protected information, SEC-protected filings and other confidential matters.