

Product Manager: Foot and Ankle

POSITION SUMMARY:

Treace Medical Concepts, Inc. (TMC) is a dynamic, fast-growing medical device company focused on innovative product development and commercialization activities to address underserved foot & ankle clinical problems. Specifically, our primary goal is to develop innovative instrumentation and implants to drive improved outcomes in commonly-performed hallux valgus (bunion) surgical procedures.

The Product Manager's responsibility is to plan, implement, and control all upstream and downstream marketing related aspects of the company's products from conceptual stages through product life cycles to meet marketing, financial and corporate growth objectives. This includes both long-range strategic planning and short-term tactical execution. The Product Manager is expected to achieve acceptable growth rates in the product line by bringing innovative new products to market, by maintaining strong relationships with foot and ankle key opinion leaders, and by actively supporting the field sales force.

This position reports to the VP, Marketing & Medical Education, and influences research and development priorities and projects, research requirements, as well as manufacturing operations. The Product Manager must be able to prioritize activities and allocate resources for greatest effectiveness.

The Product Manager must deal on a daily basis with abstract and conceptual problems. A keen ability to create and analyze market trends is required. The Product Manager is expected to sense customer needs based on routine field work, surgeon advisor input, prior experiences, input from colleagues, and analysis of market and trend data.

PRIMARY DUTIES AND RESPONSIBILITIES:

- Develops comprehensive plans for bringing major new products to market. Drives the product commercialization strategy and effort
- Develops positioning strategies for new and existing products
- Actively seeks out, validates, and defines new product concepts for development
- Works collaboratively with R&D and surgeon designers to organize and execute productive product development meeting event
- Develops in-depth clinical knowledge of areas of interest
- Conducts market research and identifies and tracks market trends
- Provides continuing product surveillance of established product to satisfy customer needs
- Collaborates with a wide variety of functional areas such as R&D, Quality, Regulatory, Legal, Manufacturing, and Operations to develop and provide product definitions responsive to customer needs and market opportunities
- Responsible for managing exhibits & tradeshows, advertising efforts, and working with graphics / ad firms to produce marketing-related collaterals for the business
- Analyzes product line performance from both a quantitative and qualitative standpoint to determine which products should be discontinued
- Develop short term and long-range sales budgets for the product line. Maintains ongoing awareness of performance to budget and takes corrective action as needed to ensure acceptable profitability
- Seeks out, develops, and maintains strong corporate relationships with key physicians.
- Conducts product training for field sales force
- Supports planning and execution of medical education events as required to drive product adoption

KNOWLEDGE, SKILLS, AND ABILITIES:

- Excellent computer skills
- Excellent presentation skills
- Moderate travel required: 30-40%
- Candidate must be willing to relocate to Jacksonville, FL area and work from Ponte Vedra corporate office.
- Must be able to handle multiple tasks/projects and manage priorities accordingly
- Must have a high tolerance for ambiguity.
- Must be able to grasp complex business issues and logically develop solutions.
- Must be able to work in a team environment and exert influence without alienating others.
- Must be extremely well organized with strong attention to detail.
- Must be "hands-on" and achieve objectives within staffing and financial constraints of a start-up company structure.

MINIMUM REQUIREMENTS:

Education and Experience: 3 or more years of successful product management experience in a medical device company (orthopedics experience preferred, but not required) with demonstrated progressive levels of accomplishment. Bachelor's Degree or MBA (preferred)

WORK ENVIRONMENT:

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets and fax machines. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms.

This job description is not a contract and does not affect the at-will nature of your employment relationship with Treace Medical Concepts, Inc., Furthermore, this job description is not intended to be all-inclusive and does not and cannot address every responsibility or duty you may be expected to perform during your employment. Treace Medical Concepts, Inc., reserves the right to modify or amend this job description at its discretion, without prior notice.

All qualified applicants considered regardless of ethnicity, nationality, gender, veteran or disability status, religion, age, gender orientation or other protected status.