

# Metamatrix, Inc. Job Description

<b>Job Title:</b>	Product Manager
<b>Department:</b>	Product Management
<b>Reports to:</b>	Chief Revenue Officer
<b>FLSA Status:</b>	Exempt

<b>Summary:</b>	<p>The Product Manager (PM) will lead the product management department as part of the overall revenue team consisting of sales, marketing, product management and education. The product manager oversees the entire product to market process and is responsible for the product lines throughout their product life cycle. S/he will work cross functionally with departments throughout the company from product development to IT, marketing, finance and others to facilitate communication, drive processes and maximize sales of our product lines. In this role, s/he will articulate the company's distinctive competence and our products' unique advantages. The PM will perform qualitative and quantitative research with existing customers and potential prospects, as well as sales, trend, and profitability analysis. S/he will perform a variety of tasks, and must rely on his/her experience and judgment to plan and accomplish goals. The PM will work with decision makers to build brand identity and ensure that the product line is correctly positioned within the market.</p>
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**Essential Duties and Responsibilities** includes the following. Other duties may be assigned.

<p>Plans, organizes, and controls assigned product lines from conceptual stages through the product life cycles to optimize profit and meet marketing, financial, and corporate growth objectives.</p> <p>Provide in-depth market, industry, and competitive analysis and positioning, particularly for commercial feasibility</p> <p>Conducts market research, including survey and focus groups</p> <p>Manages day-to-day progress of product lines</p> <p>Organizes and leads product to market meetings; participates in product development meetings and revenue team meetings</p> <p>Develops and implements a company-wide go-to-market plan for all new and updated products and works with all departments to execute.</p> <p>Develops and tracks project plans and timelines (in EPM Live project management software and SharePoint) for the product-to-market process</p> <p>Participates in overall product strategy with product development committee meetings</p> <p>Collaborates with a wide variety of functional areas such as sales, marketing, product development, IT, order processing, finance, education and laboratory operations to develop and provide products responsive to customer needs and market opportunities.</p>
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Coordinates with marketing, sales and education on strategic revenue planning, including marketing promotional plans for the product lines, sales targets and educational opportunity development.

Assist marketing and education on the development and content for product and company collateral, as well as monitoring current materials for revisions

Work with sales and executive team on pricing strategies

Develop packaging strategies as needed

Assist with special events as required

Work with the marketing team in all communications of the product line, including, but not limited to, product promotion, advertising, website/online marketing, press releases, and direct mail

Manage campaigns, tracking, ROI analysis through NetSuite or other supplementary software and provide reports on these measures

Participate in product training development and execution to educate other departments about new products and product enhancements and/or provide product positioning, training and materials for sales department and customer service.

Identify opportunities for lead generation and facilitate creation of collateral such as case studies, data sheets, whitepapers, FAQ, feature or benefit sheets, etc.

Oversees all development, changes and ongoing maintenance of the final product, most commonly, the laboratory reports.

**Supervisory Responsibilities:**

This job supervises one team member responsible for report generation.

**Computer Skills:**

To perform this job successfully, an individual should have knowledge of Project Management Software (EPM Live and SharePoint preferred), CRM systems (NetSuite preferred); survey software; Spreadsheet and Word Processing software, including Microsoft Word, Excel, and PowerPoint.

**Certificates, Licenses, Registrations:**

**Other Skills and Abilities:**

**Other Qualifications:**

**Education and/or Experience:**

Qualified candidates must have a Bachelor's degree (B. A.) from four-year College or university with 5 years related product management experience and/or training. A degree or background in marketing and life sciences, biotechnology or healthcare is strongly preferred.

**Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet.