



FKG Dentaire SA is to the forefront in the development, manufacturing and distribution of products for dentists, endodontists and laboratories. To complete our Marketing team, we are looking for a

Senior Product Manager

Your responsibilities :

- Act as an upstream marketing expert and help the Marketing Director to prepare the annual marketing plan as well as the global launch plan
- Develop the strategy and manages the marketing programs to drive demand for our products
- Identify the dentists' needs and market opportunities, drive market research and prepares business cases to assess new product opportunities
- Assess market competition by comparing company's and competitors' products to drive both innovation and commercialization initiatives
- Develop and prioritize product portfolio offering. and optimize product life cycle
- Manage the existing portfolio to facilitate inventory rotation and product availability, by reviewing and adjusting inventory levels and production forecasts
- At start of new product development, identify users' needs and supports R&D to translate them into technical specifications
- Establish product positioning and pricing, ensures product margin viability
- Drive launches of new products by preparing advertising plans and (with the help of the Marketing Communication Team) by designing the necessary marketing tools, including launch binders and other selling aids
- Define products follow-up and metrics (KPI)
- Work closely with Key Opinion Leaders and focus groups to support products with clinical and economical evidence, and to provide continuing-education documents and presentations for the end-users
- Commit to the continuous improvement of its department and the company
- Ensure effective communication between his function and other departments of the company
- Apply and ensure compliance with the requirements and rules in force (internal rules, quality, hygiene, security)

Your profile :

- Engineering degree in a medical technology or biomedical field, or Marketing degree, with a medical/dental background
- Successful experience of minimum 10 years as Product Manager, ideally in the dental industry or medical device industry
- Strong project management and presentation skills
- Excellent communication skills to interact with staff, colleagues and cross-functional team
- Teamwork-oriented
- Experience in KOLs networking, is a plus
- Fluent English (C1) and French, another foreign language is a plus (German, Spanish...)
- MS Office, PowerPoint (or KeyNote), Adobe DC (Pro)

Have we sparked your interest and motivation to join a young and dynamic team in a fast-growing company? Then we are looking forward to receiving your application at: rh@fkg.ch