

Paradigm Spine is an innovative leader in the global spine market and is focused on the design and development of solutions for the disease management of spinal stenosis. The company is committed to changing the standard of care for lumbar spinal stenosis treatment. Paradigm Spine provides surgeon-driven, evidence-based, patient-optimized solutions for lumbar spinal stenosis patients.

We are looking for a Product Manager to join our Marketing Team. This position is full-time and based at our New York City office.

Responsibilities

- Design and develop strategic marketing plan for the coflex product line and brand
- Travel throughout the U.S. to remain current on product needs and customer feedback (creative and technical)
- Identify and maximize the opportunity to increase market awareness of the coflex brand, the company, and the coflex clinical benefits
- Participate in local, regional or national professional meetings as required
- Define and create field selling tools, demonstration kits, and collaterals as needed, with a strategic roll out plan followed by full implementation
- Create standard monthly reporting on product usage, key customers and accounts, trends analysis, and future recommendations
- Create and implement strategic roll out plans for new product launches by communicating with cross functional team members and European colleagues
- Attendance at coflex surgery cases as identified for key customer relationship building, product development projects, sales rep training, or otherwise
- Improvement of the spine industry recognition of the coflex brand and clinical benefits through the use of company resources and outside resources (marketing partners, KOL's, clinical data)
- Personnel management of marketing associate(s) as assigned and needed

Qualifications

- BS or BA degree required, specialized course work in biology and/or marketing a plus
- 5 years minimum of orthopedic device experience in marketing; orthopedic sales or related surgical field experience taken into consideration, but not a substitute for marketing experience
- Proven track record with all phases of commercialization and maintenance of spinal devices

- Spine medical device experience strongly preferred, particularly with dynamic stabilization and motion preservation market segments
- Strong communication and interpersonal skills required to work with cross functional team members
- Working knowledge of operating room protocol, communication with the surgical staff, and familiarization with hospital setting required; hospital credentialing must be up to date
- Must be willing to travel 25% - 30%, both regionally and nationally, and at times on short notice

If you are interested in this opportunity, please email careers@paradigmspine.com.

