

Job Description

Title : Senior Product Manager

Position rationale :

The Senior Product Manager will be responsible to commercialize Jarrow Formulas new Probiotic product in North America. The candidate will be responsible for all aspects of the commercialization including, but not limited to, the sales promotion, training, market research, publicity, promotional activities, etc.

Duties and Responsibilities :

- Responsible for launching successfully a new probiotic product dedicated to relieving significantly the symptoms related to IBS (Irritable Bowel Syndrome)
- Establishes a close relationship with the Research and Development team. Participates in meetings and conferences pertinent to the IBS market
- Develops and establishes clear strategies to introduce the product
- Prepares annual marketing plans
- Develops strong promotional material to ensure fast and strong penetration
- Establishes and develops strong relationships with opinion leaders to support the introduction of this new product as well as other collaborations.
- Develops forecasts that will be aggressive though realistic.
- Works closely with all internal departments and external consultants/firms to accelerate the introduction of the product on the market and ensures a high level of success rate.

Requirements :

- Three to five years experience as Product Manager in the gastroenterology field is a must.
- Have successfully obtained a minimum of BA (preferably in Sciences or Marketing).
- Available to travel regularly.
- Accept the challenges related to difficult though fascinating market.

Full time.

Report to: VP and up

Salary and compensation: based on the qualification and experience of the candidate.