



January 2019

Product Manager

CDI – based in Montpellier (France)

Attached to the Product Director, the Product Manager is responsible for the product planning and execution throughout the Product lifecycle: gathering and prioritizing product and customer requirements, defining the product vision and working closely with engineering, sales, marketing and support to ensure revenue and customer satisfaction goals are met. The Product Manager's job also includes ensuring that the product supports the company's overall strategy and goals.

Missions

- **Research and analysis**
 - Research and analyze market conditions, identify key competitor and consumer trends
 - Articulate market requirements and opportunities, identify opportunities for product innovation and product enhancements
 - Work with research regarding product development
- **Product planning and management**
 - Determine product specifications, follow long term strategy of the product and create product road map, prepare product documents including Market Requirement Documents and product use-cases to drive product activity
 - Develop pricing strategies and product policies, determine product packaging solutions
 - Oversee product development, manage and communicate with cross functional teams
- **Product marketing**
 - Develop product marketing plan and event campaigns to generate product awareness and demand, plan product launch, support sales and marketing with the necessary product knowledge and technical expertise
 - Conduct product presentations
 - Develop sales tools and sales training material, provide input for marketing collateral development, supply sales with latest research and marketing information
 - Implement marketing plan in conjunction with all departments
- **Customer and end-user support**
 - Manage product-related support, feedback and inquiries from users
 - Coordinate market research to track customer and end-user feedback
 - Use market feedback to inform product refinements and ongoing development
 - Run beta and pilot programs with early-stage products and samples

Profile

- Proficient in relevant software applications, clinical background is an advantage & desirable
- Previous product management or related experience
- Knowledge of marketing, business and management principles and practices
- Project management skills



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Contact

Please send your application to: emploi@intrasense.fr.