



Job title	<i>Marketing Director</i>
Reports to	<i>Senior Vice President of Sales and Marketing</i>
Location	<i>San Antonio, TX</i>

Job purpose:

The Marketing Director will work closely with the SVP, Sales and Marketing and play a significant role in shaping the strategies associated with entry into new markets. This position will drive brand marketing strategies that will establish an entirely new level of scale, competitiveness and success for our opto-acoustic technology. The Marketing Director will create projects, concepts and budgets for successful marketing campaigns, as well as helping resolve team issues and maintaining communication with clients, vendors and other managers within Seno.

Duties and responsibilities:

- Develop and direct a comprehensive go-to-market strategy for Seno's first product; including all activities needed to execute a highly successful launch. Seek learnings from other brands in the industry to learn innovative and proven best practices for commercialization.
- Partner with cross-functional teams and third parties to collectively execute strategy on time and on budget.
- Establish meaningful launch objectives. Drive clear, frequent and consistent communication to internal stakeholders. Report routinely to senior leadership team.
- Develop and execute a multi-year marketing strategy designed to reach overall business goals by analyzing market research and sales analytics, ideating messaging, developing sales tools, identifying competitive threats, and creating best in class marketing initiatives to drive sales.
- Participates as a leader in cross-functional product development teams serving as Voice of Customer in all product related decisions and collaborating on commercial activities as needed.
- Work closely and effectively with internal team, sales team, key opinion leaders, and physician customers to identify and evolve marketing and program opportunities.
- Develop and execute on clinical publication, post-market studies, and podium strategy based to support product awareness. Attend and support company activities at relevant scientific and technical meetings and conferences.

- Provide input to revenue model related to product line and create and communicate accurate forecasts.
- Remain current on domestic and international market dynamics and competitive developments.
- Advocate a solutions-oriented culture of teamwork, accountability, strong performance and excellence in competency and character.
- Proactively support company goals and objectives, policies and procedures, the Quality System, and other regulatory requirements.

Qualifications:

- Bachelor's degree in a business field or equivalent experience. Master's degree preferred.
- Project Management experience and skills required.
- Excellent verbal and written communication skills.
- Strong leadership skills with proven ability to effectively influence people.
- Strong organizational and team building skills.
- Strong clinical knowledge and aptitude.
- Must be comfortable working with physicians in a hospital and clinician office environment.
- Strong analytic skills; financial and strategic, are essential.
- Minimum of 5-8 years of marketing experience, preferably in the breast imaging or radiologic or medical device space.

Working conditions:

- Ability to travel up to 30%, both domestically and internationally
- Experience marketing medical imaging, medical device or capital equipment product preferred.

Direct reports:

N/A