



Code: 2586

Title: Product Manager

Location: Northridge, Ca

Department: Marketing

Description: This position manages HemaCare's portfolio of research use and cGMP products. Serves as product champion and technical expert for the entire portfolio which supports research and development through commercialization of cellular and gene therapy products. Understands customer applications and product needs through direct customer interactions and voice of customer campaigns. Supports both customers and internal business partners by answering queries related to the role our products play throughout the drug development process – from discovery to commercialization. Utilizes knowledge and experience to improve the operations, efficiency, and proficiency of other departments including Customer Service, Sales, Leads, Quotes, Marketing, E-Business, R&D and Quality Control. Supports sales by focusing on maintaining high customer satisfaction to increase sales revenue and works synergistically with marketing to support new product launches and the generation of marketing materials for promotion and advertising.

Responsibilities:

- Maintain and manage current and upcoming products including setting prices in line with company margin targets, organization, and maintenance of product systems and documentation, as well as the development of sales and marketing materials, to support robust sales and advertising activities
- Assist with the management of HemaCare's product lifecycle strategy with clear goals, initiatives, and roadmaps
- Develop and maintain in-depth knowledge of our target customers and our market space
- Conduct interviews with customers, partners, and prospects to gather general data and detailed feedback for a specific initiative
- Understand HemaCare's offerings and how they can be applied to address specific customer needs
- Identify, evaluate, prioritize, and recommend enhancements and new offerings by assessing the market research, listening to customers, defining requirements, and rolling out new solutions
- Participate in cross-functional teams particularly within Sales and Operations and represent the voice of the customer in the development process with industry and customer expertise
- Provide regular training to our sales team on new products and offerings, as well as selling tools to advance our selling to one that is scientific application based
- Support sales via pre-sale education and post-sale follow-up support where needed
- Assist field sales team in identifying and establishing high-level customer relationships
- Provide technical training of new BDE's or distributors as well as new product training to all relevant staff when requested



- Review literature and maintain company bibliography citing HemaCare products to aid in gauging the need for new product development, tracking future demand, and to support marketing campaigns
- Ability to understand and apply the most relevant scientific and technical knowledge in applications of primary human cells in cell-based assays, drug screening, and research in immunology, stem cell biology, genomics, cell biology, neurosciences, and other scientific fields
- Represent HemaCare at national and occasionally international conferences
- Up to 25% travel may be required at times for routine customer visits as well as conference attendances primarily in North America

Supervisory Responsibilities This role has no supervisory duties.

Requirements:

- Discretion in handling confidential and sensitive matters.
- Interpersonal skills; ability to explain instructions in an uncomplicated fashion
- Exceptional presentation skills
- Excellent relationship building skills, internal & external
- Excellent decision making and problem-solving skills
- Experience writing scientific materials such as white-papers, blogs, technical content
- Proficient use of Microsoft Office products including Word, Excel, Outlook, and PowerPoint
- Ability to quickly learn new software programs as needed

Education, Experience and Licensure

- Master's or Ph.D. in human immunology, molecular biology, or closely related field is preferred
- 3+ years of laboratory experience working with human cell culture and isolation preferred
- 3+ years of product management experience

Pay Range: BOE

Posted Date: February 20, 2020

HemaCare is an Equal Employer - M/F/Disabled/Vet