



FKG Dentaire SA is to the forefront in the development, manufacturing and distribution of products for dentists, endodontists and laboratories. To complete our Marketing team, we are looking for a

## **Senior Product Manager**

### Your responsibilities :

- Identifies the dentists' needs and market opportunities, leads and conducts market research to bring new products to market
- Translates the customers' needs into technical specifications
- Addresses market competition by comparing the company's portfolio to competitors' product ranges, establishes the products positioning and pricing
- Manages the pre-market study and the clinical evaluation
- Supports the Marketing Team by preparing the advertising plan, as well as the creation marketing tools (product profiles, commercial literature, tutorials...); develops the selling aids
- Manages the existing portfolio to facilitate inventory turnover and product availability, by reviewing and adjusting inventory levels and production forecasts
- Develops the strategy and manages the marketing programs to drive demand for our products
- Works closely with Key Opinion Leaders and focus groups to support the products with clinical evidence and to provide continuing-education documents and presentations for the end-users
- Defines products follow-up and metrics

### Your profile :

- Engineering degree in a medical technology or biomedical field, or Marketing degree, with a medical/dental background
- Successful experience of minimum 5 years as Product Manager, ideally in the dental industry or medical device industry
- Strong project management skills and excellent management skills to interact with colleagues and cross-functional teams
- Teamwork-oriented
- Experience in KOLs networking, is a plus
- Strong communication and presentation skills, both spoken and written, in English and French. Other foreign language is a plus (German, Spanish...)
- MS Office, PowerPoint (or KeyNote), Adobe DC (Pro)

If you are interested in the position and wish to join our company, please send your complete application file to [rh@fkg.ch](mailto:rh@fkg.ch)