

Vygon Corporation is a primary source supplier that specializes in neonatal/pediatric products and IV therapy. We utilize the latest manufacturing technologies and offer our products through a fully trained, professional network of direct sales representatives and specialty distributors.

Our mission is to provide the highest quality products, service and support through our sales, customer service, clinical and technical support departments.

Vygon has an excellent opportunity for an Associate Product Manager located in our Montgomeryville, PA office. The Associate Product Manager will be responsible for both product planning and product marketing. This includes managing the product throughout the product lifecycle, gathering and prioritizing product and customer requirements, defining the product vision, and working closely with engineering, manufacturing, finance, regulatory, and quality to deliver successful products. It also includes working with sales, marketing and support to ensure revenue and customer satisfaction goals are met.

This position will report directly to the Senior Product Manager. For more information, please visit our website: www.vygonusa.com.

Primary responsibilities for this position are as follows:

- Assist with managing the entire product line life cycle from strategic planning to tactical activities.
- Coordinate with sales and manufacturing to develop aggressive timelines for new product development and market release.
- Support product design, development and release process for assigned products and maintain the product development.
- Specifying market requirements for current and future products by conducting market research supported by on-going visits to customers and non-customers.
- Assist the development the core positioning and messaging for the product.
- Develop product packaging.
- Assist with the development of content for product and company collateral.

- Proofread and edit copy for print and on-line communications.
- Manage the design and production of print collateral, digital media, and videos.
- Develop hands-on, in-depth knowledge of competitive products and maintain technical analysis of competitive strengths and weaknesses.
- Provide in-depth analysis of market, industry and competitors.
- Develop both internal and external product education strategies.
- Develop and implement a company-wide go-to-market plan, working with all departments to execute.
- Support marketing, sales, technical support, clinical support and customer service through leading the development and maintenance of various technical marketing collateral including application notes, FAQs, product notes, user guides, field training presentations, online marketing content and demos.
- Work with the sales team to develop innovative marketing programs and show event campaigns.
- Conduct market assessments and competitive analyses to identify product opportunities whether new or redesigned to meet different needs.

Requirements

The ideal candidate will have a Bachelor's degree in Marketing or related field and a minimum of 1-3 years marketing management experience (preferably in the medical device industry). Knowledge of sterility requirements is helpful. Candidate needs to have strong self-starting qualities to independently manage coordination of multiple projects to ensure timely completion of product development and marketing tasks. The job requires the individual to be a team player with the ability to function well in a challenging and fast paced environment. Must be enthusiastic, positive, even tempered and have strong skills in areas of dependability, interpersonal relationships, communications, organization, flexibility and sound judgment. Candidate must be proficient in MS Office and Grand Avenue software. Excellent verbal and written communication skills are a must. Overnight travel approximately 25% is expected for this position.