



Aspivix is a MedTech start-up innovating women's care. The company is headquartered in the Lausanne region, Switzerland. Our first device, currently in development, is a new generation of non-invasive surgical instrument for gynecology procedures, designed to reduce pain and eradicate bleeding for women. All that for more than 80 million interventions every year in the world.

Would you like to support us in further developing Aspivix and be among the first employees of a start-up? Do you ambition to have a footprint on Healthcare and improve Women's care for millions of women?

If so, join our great team and bring your ideas and your experience to sustainably advance the Women's care. For this, we are looking for a:

## Global Product Manager Medical Device

Location : Aspivix SA Office, Renens (Lausanne Region), Switzerland

### Responsibilities:

- **Marketing Up-stream: From customer's needs to specifications**
  - Identify global market trends & drivers, and formulate and execute a strategic marketing plan.
  - Develop an intimate knowledge of customer needs and competitors (existing and upcoming) by:
    - Remaining current regarding the external market environment;
    - Conducting regular customer visits to develop awareness of the key market requirements / unmet customer needs;
    - Identifying users/customers, user's/customer's pain points based on evidence via VOC (Voice of Customer) and translate VOC into product ideas;



- Planning, implementing and executing Product Validations and Field Tests (Alpha/Beta) to make sure the solution meets the User Requirements including test requirement, result evaluation and consolidation;
- Gaining a deep understanding of our consumers, clinicians and payers;
- Running Post Market Surveillance studies;
- Be the “Customer Voice” expert with the development team, develop business requirements for new products and solutions; drive alignment of feature/function prioritization to maximize the value proposition by:
  - Interpreting information from multiple channels and synthesize the information to be actionable for new product launches or product lifecycle;
  - Aligning product vision and roadmap to market and stakeholder requirements;
  - Writing functional and technical specifications;
- **Scientific Marketing**
  - Identify, evaluate and develop Key Opinion Leader (KOL).
  - Establish advisory boards to support product development and product launch.
  - Review analysis and interpretation of scientific publications.
  - Design and coordinate clinical application studies.
- **Marketing & Communications:**
  - Build relevant and solid value arguments with supporting health and economic data for new products portfolio.
  - Develop sales and marketing strategies as well as toolkits (videos, brochures, application notes, webpage, etc.).
  - Manage agencies and suppliers for toolkit development.
  - Prepare product trainings and user guides.

#### **About you:**

- Master/PhD in science, medicine, engineering or equivalent; MBA strongly preferred.
- 5 years in marketing, product management or related field in the medical device industry.
- Demonstrated leadership in product development (taking products from concept to launch), product management, and project management in a highly regulated environment.
- Demonstrated knowledge of marketing processes, strategic planning and budgeting.
- Ability to synthesize market and customer feedback to drive valuable innovations.
- Comfortable with making tradeoffs, decisively.
- Ability to work independently in a fast-paced environment and to manage competing priorities.
- Comfortable dealing with rapidly changing environment.
- Proven written, verbal and presentation communication skills and ability to convey complex messages to influence colleagues and executive audiences.
- Proficient in MS Office applications (Word, PowerPoint, Excel).
- Fluency in English, additional languages are an advantage.
- Excellent team player in a multicultural environment.
- Willingness to contribute to women’s care changes and innovation.

Would you like to contribute to a highly motivated team, with a lot of space for your own initiatives? If yes, please apply online or send your complete application to [jobs@aspivix.com](mailto:jobs@aspivix.com)

## **ASPIVIX – Innovating Women’s care**

Mathieu Horras, CEO