



**Job Title:** Director, Global Marketing  
**Job Type:** Regular full-time, exempt  
**Job Hours:** Minimum 40-50 hours per week  
**Reports to:** Chief Commercial Officer

## Summary

**The Director of Global Marketing** will be responsible for the management of the overall Marketing organization, new product strategy, company messaging and brand identification and all tactical Marketing programs. The ideal candidate will have at least 5 years of Life science Marketing Management leadership; experience in the Bioprocessing market is not required but advantageous. A desire and a proven ability to work in a fast paced dynamic environment within a rapidly growing company are a requirement. Team building, working in a cross functional environment, an understanding of the value of process and metrics, mentoring and managing career growth are essential parts of the job. Establishing and managing relationships with industry Key Opinion Leaders, strategic partners and executives at the highest level of the Life Science industry are a must. Bachelor's degree required. Advanced degree preferred.

## Essential Responsibilities

- Creation and execution of a Marketing plan including financial budget and tactical programs
- Establishing pricing and margin targets and policies and measuring performance
- Manage and planning growth for a current team of 10 individuals
- Defining the strategic roadmap for new product development
- Establish and managing strategic marketing and co-marketing partnership including Key Opinion Leader relationships
- Establishing and managing the company messaging and brand identification through the development of a Marketing Communication Platform
- Measuring market size, segmentation, competitive share
- Maintaining a competitive data base of product price offerings, positioning
- Owning the Voice Of the Customer process
- Create and manage the go to market plans for new product launches and geographic expansion
- Manage all of the promotional Marketing activities.
- Manage multiple outside marketing consultants including a strategic marketing firm