

## Vacancy

Do you get energised by building a market for medical devices?

Do you enjoy working with the commercial accounts in the ophthalmic industry to make them aware of a growing, innovative product portfolio?

Are you focused on being best-in-class and do you enjoy being part of a team?

Would you like to make a difference in a young company with a big vision?

Are you up for a challenge?

### Then VISUfarma is looking for you!

VISUfarma is a company with a vision: to bring global innovation to European eye health. It is an ambitious and fast-growing pan-European player. VISUfarma employs over 175 employees in six European countries (France, Germany, Italy, the Netherlands, Spain and the United Kingdom) and through our growing international distributors network, our reach is even broader. Working for VISUfarma means you will be an important part of a “scale-up” environment helping to create a successful business within an international and multicultural team.

To establish VISUfarma products as the treatments of choice for appropriate indications in patients in the UK, we are looking for a:

## Product Manager

Visufarma UK are looking for a Product Manager to manage all marketing activities for our exciting, growing, ophthalmology portfolio. This position is based in our Leeds HQ incidental national and international travel.

The country based Product Manager is primarily responsible for defining and understanding our (potential) customers and responsible for supporting all phases of the product life cycle. Driving the traditional and multi channel marketing activities, as well as sales projects.

Working closely with the Country Manager and within the Country leadership team, the Product manager will develop and implement sales and product marketing strategies in close collaboration with different internal departments (sales teams, QRV, Supply chain) and external customers (KOLs, organizations, networks).

### Key responsibility/ Main tasks:

- Help support all phases of the product life cycle.
- Oversee healthcare systems, market dynamics, competitors and clinical needs and effectiveness of marketing campaigns and selling initiatives.
- Development and execution of digital marketing strategies, promotional plans and materials
- Lead & implement key medical education projects in collaboration with KOLs
- Development of product marketing plans as part of the national business planning process.
- Marketing material compliance and development of new materials
- Marketing budget management, monitor and analyze market research information

**Personal profile**

- Enthusiastic and flexible personality, team player
- Highly creative and innovative with strong market/business analytical skills.
- Entrepreneurial mind-set with the ability to drive new opportunities.
- Hands-on, 'can do' attitude; service and solution-orientated.
- Influencer & relationship-builder.
- Self-starter, ability to work in a fast-paced ever-changing environment.
- Excellent communication and interpersonal skills
- Solid work ethic without sacrificing your sense of humor

**Knowledge, skills, experiences**

- Strong proven commercial acumen and Product marketing track record.
- At least 5 years of business experience preferably in the pharmaceutical industry (ideally in Ophthalmology)
- Ideally candidates will have experience of working within the ophthalmology pharma environment spending time in marketing as well as in a field based sales role.
- IT literate with and Proficient in the use of MS Office, SAP and CRM software (Salesforce)
- Languages: fluency in English, both spoken and written.
- UK resident or in possession of a work permit

VISUfarma does not accept unsolicited assistance from vendors including and without limitation, search firms, staffing agencies and recruiting agencies for this employment opportunity. Resumes submitted by external vendors and third parties to any employee via-email, the Internet or any other method without a valid, written underlying agreement between parties for this position will not be considered. No fee or other compensation will be paid in the event the applicant is hired by VISUfarma as a result of an unsolicited introduction