

AccuVein Inc.:**Job Title:** Senior Marketing Manager

Reports to: Vice President Marketing and Strategy

AccuVein is the global market leader in vein visualization technology. Our NIR vein visualization device projects a vivid map on the skin of the underlying superficial vasculature, often invisible to the naked eye. Our technology supports peripheral IV assessment and access decisions. AccuVein's mission is to deliver novel technology solutions that improve venous assessment and vascular access outcomes. We are seeking exceptional talent to join our growing organization and to expand the depth of our Team.

Position Summary:

This position will lead and implement marketing and product development activities aligned with the company's growth strategy. AccuVein continues to develop innovative products that will enhance venous access care delivery. This role will be responsible for developing business cases, product strategies, marketing plans, and commercial go-to-market support activities for new and existing products. Interaction with customers, KOLs, and sales teams will be vital in generating insights and identifying unmet needs, market trends, and innovation opportunities.

Job Responsibilities / Competencies:

- Execute marketing deliverables for product development to support the broader company growth strategy and ensure commercial success.
- Design and implement of the voice of customer (VOC) research to assess user and stakeholder needs, market dynamics, and other clinical insights
- Synthesize and present research findings to R&D team and product core team throughout product development lifecycle.
- Define requirements for new products and features.
- Serve as the marketing lead on product development teams from concept through commercialization.
- Develop business cases for new pipeline opportunities that include strategic fit, market sizing, financial modeling, clinical needs definition, market dynamics, segmentation, and go / no-go recommendations.
- Serve as a subject matter expert to support ongoing assessment of synergistic technologies and assets for development or acquisition.
- Spend time in the clinical setting and with the selling organization to gain market insights and develop relationships with clinical thought leaders.
- Collaborate and partner closely with R&D, Regulatory, Medical Affairs, Sales, Finance and Operations
- Develop forecasts for overall revenue planning and supply chain.
- Monitor the competitive landscape, and track and report on market intelligence.
- Collaborate with sales training counterparts to ensure seamless integration of new products, materials, and programs with new sales process and training expectations.
- Work with sales and channel partners to capture primary market needs for transitioning management of products in preparation for launch.



- Create marketing plans by developing a deep understanding of the market, clinical environment, segmentation, user personas, product positioning, messaging, and pricing.

Experience and Required Skills:

- 5 years medical device upstream marketing or product management experience
- Strong interpersonal, relationship, and management skills for both internal and external stakeholders (vendors and coworkers)
- Excellent written, verbal communication, and presentation skills
- Flexibility to pivot and multitask to work on more than 1 tasks/projects at any given time
- Strategic and operationally focused and detail-oriented
- Ability to work with all levels of management to influence positive change
- Travel required up to 30% (domestic)

Nice to have:

- New product launch experience and development or stage gate process
- Knowledge of market research techniques

Education:

Bachelor's Degree required; MBA preferred.