

Global Vice President Strategic Marketing & Business Development

Location Altenrhein, Switzerland

Job Description

Do you have ambition to achieve a purpose? Join us in growing a safer, cleaner, healthier future for everyone every day!!

The Medical sector is comprised of 12 companies who develop market-leading technologies, instruments, devices and real-time monitoring systems to lead the ophthalmology, vital signs, diagnostics, and sensor segments. We do this through our people, our innovations, and by providing value-added solutions to our customers. Through our shared mission, we change people's lives and the care they receive.

We are focused on driving significant organic growth in our Medical companies (<http://www.halma.com/sectors/medical>); therefore, we need business leaders with a strategic mindset, who create a culture of innovation, and who actively seek out collaboration opportunities to achieve success. In this role, you will set the strategic direction of the company, build business opportunities, and lead great teams. Through your global perspective, you can successfully lead initiatives/grow markets and develop new market opportunities. Find out more about how Halma supports its people and businesses at www.halma.com/careers.

Halma is a FTSE100 listed company on the London Stock Exchange and has a current market capitalization of approximately £5billion. Building on our heritage as a manufacturer of intelligent sensors and products, we are market leaders in providing solutions and technology that deliver on our purpose of growing a safer, cleaner, healthier future for everyone, every day. We have nearly 50 businesses with solutions that address needs in four sectors (Medical, Environmental & Analysis, Process Safety, Infrastructure Safety). Our businesses operate in more than 20 countries across Europe, North and South America and Asia, supplying customers in 160 countries and employing more than 6,000 people worldwide.

www.halma.com

Overview of Medicel

Do you want to maintain people's eyesight all over the world and improve their lives?

Making eye surgery safer, simpler and more efficient - this was the core principle of Emil Hohl when he founded Medicel in 1996 in Widnau, Switzerland. Since the successful market launch of the first injector in 1999, Medicel has continued to innovate.

We are market leader; every fifth injector is a Medicel injector

Today, more than four million injection systems leave our production facility annually, which was newly built in 2016 in Altenrhein at the Swiss shore of Lake Constance. More than 20% of foldable intraocular lenses are injected with Medicel injection systems worldwide. Additionally, we produce several other single-use instruments ophthalmic surgeries, which are used all over the world.

Our focus to accelerate future growth is threefold; expand our existing market position, access additional and adjacent fields of Ophthalmology with new innovation and bring our innovative technology to other medical device fields.

The Opportunity

We are looking for the Global Vice President Strategic Marketing & Business Development, who will have full responsibility for the entire Marketing and Business Development department and activities, with significant operational autonomy and overall responsibility for the performance of the business. The Vice President Strategic Marketing & Business Development is part of the Medical Board.

The Mission

Marketing and Marcom

- Up- and Downstream Marketing
 - Strategic Marketing- and Business-Planning
 - Set Strategy, support execution
 - Product portfolio planning (together with CTO)
 - Product lifecycle management
 - Market evaluation
 - Market, competitive landscape, market growth, new market opportunities, available served market
 - MARRIMEKKO
 - Build KOL strategy (engagement, podium strategy, advocates, CoE, etc.)
 - Communication plan and strategy (incl. peer advocates etc.)
 - Organisation of trade shows, congresses, Key account meetings etc.

M&A, Partnership and Technology

- Develop a M&A / Partnership strategy (with support of CTO)
 - Technology expansion
 - Evaluate Market trends
 - Evaluate user and customer needs
 - Evaluate clinical trends
 - Evaluate technology gaps
 - Evaluate adjacent technology opportunities
 - Evaluate alternative opportunities in other healthcare fields
 - Implement M&A / Partnership Strategy
 - Due diligence and acquisition
 - Partnership with new companies
 - New technology advancements and development (together with CTO)
 - How could we use our technology differently, which markets, which fields?
 - Digital Strategy
 - Evaluate digital opportunities we have
 - Potential digital business models

PMO

- Operative support in business implementation (Marketing, Sales, Operations, etc.)
- Attend key customer meetings
- Strategic project management
 - Coordination of project resources
 - Increase efficacy and effectiveness

Leadership and Management

- Part of the Global Management Board
- Management of 1 Business Development Manager
- Management of 2 Product Managers
- Management of 1 Marketing HC

Experience

- University Degree
- MBA or BA preferred
- Minimum of 10 years of working experience in the medical device field
- Minimum of 5 years of experience in people management, including performance management
- Experience in Ophthalmology Market preferred
- Proven track record in development and execution of marketing plan, marketing strategies and strategic initiatives including product lifecycle management
- Outstanding track record in product launch excellence
- Strong sales experience with proven track record in consistently delivering and over delivering of sales and growth targets
- Experience in up- and downstream marketing, including strategic marketing- and business-planning, plan execution, product portfolio planning, product lifecycle and management, market evaluation
- Deep understanding of market evaluation including potential, competitive landscape, market growth, new market opportunities, available served market
- Experience in portfolio review process and new business development including evaluation of key commercial opportunities, technology gaps, technology adaptation and building leap-frogging innovation
- Extensive experience in managing key opinion leaders and in building KOL engagement strategies including podium and communication initiatives
- Good track record in evaluating and creating partnership opportunities with other med tech manufacturers
- Previous involvement in M&A's including evaluating opportunities, integration and implementation of acquisitions
- Extensive experience in managing key opinion leaders
- Proven track record in managing costs against target
- Technical background in the field of medical devices
- Experience within OEM

Salary

- Annual Base Salary
- Competitive benefits
- Annual cash and stock bonuses based on profit growth of the company
- Annual stock grants