

Role

Department: Products
Closing Date: Closing date or Resumes will be reviewed as received; interviews scheduled accordingly.
Work Location: Victoria, BC, or Silicon Valley, CA
**We are willing to relocate or consider a remote work arrangement (with regular scheduled travel to our Victoria, BC headquarters office) for the right person.*

Position Overview

Responsible for setting the positioning and marketing strategy for product suites, the Product Manager will work with a team to drive product development and marketing leading to the overall success of GenoLogics' innovative solutions in the life sciences marketplace. The Product Manager will serve as a market expert and customer advocate. Working closely with Product Development, Sales, Marketing, and Customer Solutions, the incumbent will ensure the market performance targets are met.

This high-impact position requires a unique blend of professional experience and personal attributes. Applicants must have proven software product management and marketing experience. Life Sciences and/or Biomedical Research domain knowledge is desirable.

Applicants must be incredibly passionate about leveraging technology to solve real-world problems. Both business and marketing savvy is required, along with a good understanding of software. This position provides strong leadership across the organization, doing whatever it takes to drive product strategy through to execution. A strong communicator with an ability to build a network of effective business relationships, the person we seek is super smart, highly capable, and well suited to the demands of a dynamic early stage environment.

Responsibilities:

Product Strategy

- Coherently position product suites
- Define market segments and marketing approach strategy
- Clearly position key values and generate necessary supporting material
- Identify new market opportunities and develop supporting business plans
- Conduct market research to understand customer buying behaviour leading to effective market segmentation
- Conduct competitive analysis to successfully differentiate GenoLogics' product offering
- Establish and maintain a product vision and roadmap for internal and external communication

Product Deliverables

- Gather and prioritize product requirements to enhance product capabilities and resolve outstanding customer issues
- Collaborate with MarCom to develop product collateral and sales tools, including demos, webinars, case studies, scientific posters, etc.
- Produce price lists and quotes in response to customer product requests

Product Launch

- Collaborate with Sales and Marketing to ensure the successful launch of new products and releases
- Develop an early adopter plan and engage target customers
- Develop and deliver product training to internal stakeholders

Requirements:

Required

- Proven ability to successfully take software to market
- Strong leadership skills, ability to effectively direct and manage cross-functional teams
- Proven full-cycle project marketing management and product management skills
- Excellent written and verbal communication skills, ability to confidently and effectively present to external audiences
- Outstanding interpersonal skills with an ability to build productive working relationships
- Ability to collect and synthesize multiple inputs from customers and prospects to develop coherent and actionable product features and directions
- Strong problem-solving and decision-making skills, with a style that promotes collaboration, consensus and innovation
- Skilled at managing multiple tasks concurrently and prioritizing for product success
- Strong dedication and commitment to personal excellence
- Minimum 5 years product marketing management experience
- MBA or Masters Degree in Computer Science/Engineering
- Demonstrated ability to thrive in a flat, collaborative team-based environment where openness and transparency applies to action and information
- Ability to travel internationally (up to 40%)

Desirable

- Formal product marketing management training
- Knowledge and understanding of the life sciences, biotech and/or pharma industries

The GenoLogics Philosophy

The GenoLogics philosophy is that to build a great company, you must first and foremost be a great employer. This means creating a workplace that is both inspiring and rewarding – one with shared purpose and meaning. GenoLogics produces more than world-class software; we develop solutions to help advance the early detection, prevention and treatment of diseases such as cancer. To achieve this vision, we've created a flat, boundaryless team environment where communication is open and decision-making is transparent. It is the creativity, energy and savvy of our people that enables our success as an organization.

GenoLogics isn't a job – it's an experience. What makes the *GenoLogics Experience* unique is the opportunity to:

- Impact the success of a dynamic company
- Learn and grow through challenging work and a diverse professional development
- Surround yourself with bright, talented people selected for who they are, not only what they can do
- Enjoy a casual, campus-like atmosphere where fun and flexibility are a way of life

Application Information

If you are interested in applying for this position, please email your resume and cover letter (one PDF attachment) to careers@genologics.com.

GenoLogics offers an attractive total compensation package including benefits and stock options. We thank everyone for their interest in this position; only short-listed applicants will be contacted. A hiring decision will be made as soon as we find the perfect candidate. Interviewing will be ongoing until such time.

GenoLogics is well positioned for success within its marketplace. GenoLogics has been a proud recipient of both the Human Resources Excellence Award and the Product of the Year Award, as awarded by the Vancouver Island Technology Association (VIATeC). For more information about GenoLogics, including corporate and career information, please visit www.genologics.com.