

Department	Marketing
Position	Product Manager
Reports to	Vice President - Marketing
Location	Whitefield, Bangalore
KEY RESPONSIBILITIES SHALL INCLUDE:	
<ul style="list-style-type: none"> • Ability to manage and develop actionable out puts using IMS or Similar Data Sets by taking up extensive analytical out puts by Molecules, Therapeutic Areas, Products and by Markets. • Understand– Product Competition, Pricing, & Prescription • Gather input from a variety of internal and external sources to define product concepts; responds to the needs of customers throughout the development process; analyzes competitors and market trends; evaluates technologies; develops detailed requirements, feature definitions, implementation plans, and internal communications. • Identify unmet customer needs and develops possible feature/functionality concepts that meet those needs. • Participate in cross-functional teams during the entire lifecycle of product development, including deployment and post-deployment activities. Proactively identifies problems that arise in the project, outlines options, recommends solutions, and escalates as needed. • Build product vision, strategy and roadmaps using research, data, business context and learnings as input. • Planning of Product Marketing Strategies in Assigned Market in Coordination with Head Office & Regional In-Country Teams. • Ensure Implementation of Strategies Through Field Work And Interaction With Field Force • Analyzing Potential Partner Relationships For The Product • Coordinate and devise doctor/pharmacy/consumer activities for respective assigned markets with budget planning & ROIs. • Provide Market/Field Research Situational Assessment, Pre-Launch & Post-Launch Strategies, Competitive Landscape, Timelines, Key Competitor Details, Pipeline Information And Other Requisitions Helpful To Drive Business Decision • Design and develop Promotional Materials as required and coordinate with in country team and ensure utilization as per the predetermined marketing strategies. • Liaison with regulatory requirements of ongoing products & new product development requirements by respective country. 	
EXPERIENCE	<ul style="list-style-type: none"> • Minimum 3-5 years in Product Management and 1-2 years in sales. • Having experience of working in reputed Pharma and Health Supplement Companies
QUALIFICATION	<ul style="list-style-type: none"> • Graduate in Pharmacy or Life Sciences • MBA is added advantage
KEY COMPETENCIES	
<ul style="list-style-type: none"> • Well versed with MS Office, PowerPoint and Data Analytics Tools. • Excellent communication skill • Analytical and multitasking skill 	