



LIGHTDECK[®]
DIAGNOSTICS

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Product Manager / Sr. Product Manager / Marketing Manager

LightDeck Diagnostics believes in a new approach to healthcare, where fast, accurate, simple, low-cost diagnostic tests will be run wherever and whenever they are needed, without compromise. Our proprietary LightDeck[®] platform combines an advanced laser waveguide with novel materials and patented manufacturing techniques to deliver lab-quality results anywhere, in minutes. We are introducing a portfolio of in vitro diagnostic panels, the first is an on-the-spot test for COVID-19. The LightDeck platform is currently commercialized in veterinary diagnostics and for environmental testing.

Job Duties:

This critical function primarily will be responsible for planning and executing marketing programs, developing sales tools, and supporting to the sales team.

Responsibilities:

This position reports to the Chief Marketing Officer.

- Develop, implement, and measure all elements of tactical marketing.
- Manage the entire marketing mix including advertising, digital tactics, physician education programs, trade shows, and other promotion programs for assigned product line.
- Support the sales team by implementing lead generation and/or qualification programs.
- Create and deliver product training to sales team and/or customers.
- Analyze market opportunities.
- Report on marketing and sales metrics.
- Lead cross-functional project teams related to portfolio responsibilities.

Required Skills/Abilities

- At least 3 years of experience executing marketing activities for an innovative diagnostic product or medical device is an absolute requirement.
- Must be detailed oriented with demonstrated results in new product launches and growth for innovative diagnostics or medical device.
- Must have an understanding of US regulatory and reimbursement environment.
- Outstanding problem-solving skills plus the ability to provide detailed, timely and accurate follow-up are critical.
- Must have strong written and verbal communication skills to build solid relationships with both internal and external customers.
- Strong MS Office (Word, Excel, PowerPoint) skills required. Experience with a CRM system is a plus (SalesForce.com preferred). Experience with design software is a plus (PhotoShop, InDesign)

Education and Experience:

- Bachelor's degree with a life science concentration preferred. MBA is a plus

Physical Requirements:

- Prolonged periods sitting at a desk and working on a computer.
- Walking and talking with prospective customers

Applicant must have authorization to work in the U.S. Resumes must be accompanied by a cover letter explaining how the applicant meets the job requirements and desired skills. Please apply via Workable; or you may email a cover letter and resume to jobs@mbiodx.com with applicant name and the job title listing in the subject line.

No phone calls, please. Note: no third-party recruiters will be enlisted for this search.

LightDeck Diagnostics is an Equal Opportunity Employer committed to a culturally diverse workforce.