



Global Marketing Manager

The Company

RoosterBio designs, manufactures and distributes advanced cells, media, and reagents aimed at radically simplifying and accelerating development and commercialization of products using living cellular technology. We proclaim the dawn of a new day is here in the fields of cell technologies and regenerative medicine, including bio-fabrication and tissue engineering. RoosterBio is a revenue stage company on a rapid growth trajectory. Our team is passionate about delivering the best human mesenchymal stem/stromal cell products and services to our customers. We are uncompromising on quality, innovation and product performance. RoosterBio believes in hiring and developing the best talent and has built an award-winning culture with positive, solution-focused, high-performing people who like to have fun. The pace is fast, the work is stimulating, and the best is expected out of each team member. If you have a genuine passion for helping invent the future of cell-based technologies, we invite you to apply!

The Role

The Global Marketing Manager (GMM) will have responsibility for successfully establishing and growing RoosterBio's market presence in markets outside of the U.S. The Marketing Manager will work with colleagues in Marketing and across the organization one-on-one and in teams to implement marketing tactics aligned with broader business strategies to achieve revenue and market share objectives within prioritized geographies and timelines. The Global Marketing Manager will report to the Director of Marketing.

The Global Marketing Manager works with local customers and key opinion leaders, as well as local sales people and distributor staff where applicable. The Global Marketing Manager helps set RoosterBio's Global strategy and develops and implements tactics to penetrate prioritized markets. The GMM works to ensure RoosterBio's products and support are available, understood and easily accessible in target markets by working with local resources, conducting market research; collecting and analyzing voice-of-the-customer (VoC) information within specified regions; generating market briefs and reports for specified geographies, helping establish competitive local pricing, and product training.

The candidate must be able to digest technical information rapidly, and effectively process and act on this information to communicate with colleagues and various markets. Candidate must demonstrate an ability to be flexible in a demanding, fast-paced environment toward completion of objectives. Prior experience in Global Marketing Management is required.

Responsibilities

- Identification, definition, development (with a cross-functional team) and adaptation for launch of new products in specified geographies
- Works individually, with others and in teams to effectively establish, train and support local sales efforts and local distributors to reach targeted markets
- Identify and target new market markets and opportunities for RoosterBio
- Specifying local market requirements for current and future products by conducting primary and secondary market research.
- Developing positioning and customer segmentation frameworks for the product portfolio in target markets
- Developing and implementing go-to-market plans for products within target markets
- Determines customers' needs and desires by specifying the research needed to obtain market information.
- Recommends the nature and scope of present and future product lines by reviewing product specifications and requirements; appraising new product ideas and/or product configuration, pricing, or packaging changes for specified markets
- Assesses local market competition by comparing the company's product to competitors' products.
- Define product marketing communication objectives for specific global markets and works with colleagues to develop marcom tools in the form of e-blasts, press releases, sales collateral, website communications, social media, blogs, etc.



- Product and local market training of colleagues and distributors in Sales and other parts of the organization. Develop training materials presentations.
- Working with Commercial colleagues and local distributors to develop product sales strategies. Develop effective local marketing campaigns and promotions
- Assesses market by monitoring literature, attending conferences, meeting with local resources and distributors if applicable, calling on local customers with Sales colleagues and evaluating sales call results.
- Identify and develop Key Opinion Leaders (KOLs) as a force-multiplier to maximize brand awareness and support revenue growth within the local geography
- Prepares short-term and long-term local revenue forecasts and special reports and analyses; answering questions and requests.
- Facilitates inventory turnover and product availability by working with colleagues to adjust inventory levels and production schedules (S&OP).
- Maintains accurate records of Market Management activities.
- Represents RoosterBio at professional meetings/conferences, as needed.
- Adheres to all company policies, procedures and business ethics codes and ensures that they are communicated and implemented within the team.
- Ensures compliance with global market regulations
- Estimated Average Travel: 30%

Desired Skills and Qualifications

- Experience in Biotechnology, Regenerative Medicine, and/or Stem Cell Biology product development. Direct experience with MSCs (Mesenchymal Stem/stromal cells) and cGMP Regenerative Medicine Manufacturing is a strong plus.
- Minimum of three years global experience establishing and managing overseas markets and distributors. Experience with Asian and European markets especially is desirable.
- A minimum of a Bachelor's degree is required from an accredited four-year college or university with relevant marketing management experience in Life Science/Biotechnology industry.
- Strong understanding of life science customers and global market trends and dynamics
- Builds trust, values others, communicates effectively, drives execution, focuses on the customer, collaborates with others, solves problems creatively and demonstrates high integrity.
- Action-oriented, results-driven; proven ability to achieve timely results on major objectives.
- Exhibits a high level of professionalism while representing RoosterBio.
- Projects a positive, proactive, collaborative, and helpful attitude.
- Demonstrates flexibility. Adapts to changes, demands, schedules, and priorities while maintaining a positive attitude.
- Working knowledge of Phase-Gate product development processes within a small company environment is a plus
- Accepts personal responsibility for producing results (individually and as part of a team).
- Marketing management, people and team management, understanding the customer, market and product development, market requirements analysis, pricing, planning, competitive analysis, inventory planning, and strategy skills are desirable
- Strong MSOffice skills required; experience with marketing automation and customer relationship management tools such as HubSpot or Salesforce (SFDC) are a plus
- Strong verbal and written English language skills; fluency in other languages, particularly Korean, Japanese or Chinese are desirable
- Curious and willing to learn
- Subscribes to the company's values
- Must be eligible to work in the U.S. and possess a valid passport for global travel

Interested individuals should apply online at: <http://tinyurl.com/RoosterBio-ICP>

Please visit our website at www.roosterbio.com.