



## Product Manager

### The Company

RoosterBio designs, manufactures and distributes advanced stem cell manufacturing products aimed at accelerating the pace of development and commercialization of products incorporating living cellular technology. We believe that the dawn of a new day is upon us in the fields of regenerative medicine, biofabrication, tissue engineering, and stem cell technologies. RoosterBio is a revenue stage company on a high growth trajectory. Our employees are driven by high impact work and are passionate about delivering the best stem cell products possible to our customers.

We do not compromise on quality, innovation, or product performance. We hire and develop the best talent available within the industry. The pace is fast, the work is stimulating and important, and the best is expected out of each team member. You should have genuine passion and commitment for the commercial development of stem cell and tissue engineered products. The development of a positive, solution-focused and high performing culture is of the utmost importance to the RoosterBio team.

### The Role

The Product Manager will have responsibility for a designated portfolio of RoosterBio products and services and will work with colleagues across the organization to implement marketing initiatives aligned with broader business strategies to achieve product revenue and market share objectives. The Product Manager will report to the Director of Marketing.

The Product Manager manages the product portfolio through each stage of the product life cycle by identifying new potential products; conducting market research; collecting and analyzing voice-of-the-customer (VoC) information; generating product requirements and specifications, production timetables, pricing, and developing marketing strategies and tactical launch plans.

Candidate must be able to digest technical information rapidly, and effectively process and act on this information to communicate with colleagues and the market. Candidate must demonstrate an ability to be flexible in a demanding, fast-paced environment toward completion of objectives.

### Responsibilities

- Bringing successful and innovative new products to market and managing the product life cycle
- Identification, definition, development (with a cross-functional team) and launch of new products.
- Specifying requirements for current and future products by conducting primary and secondary market research.
- Developing positioning and customer segmentation frameworks for the product portfolio.
- Developing and implementing go-to-market plans for products
- 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.
- Assesses market competition by comparing the company's product to competitors' products.
- Define product marketing communication objectives and develop marcom tools in the form of e-blasts, press releases, collateral material, website communications, social media, etc.
- Product and market training of colleagues in Sales and other parts of the organization. Develop training materials such as case studies and presentations.
- Working with Sales to develop product sales strategies.
- Assesses product market data by monitoring literature, attending conferences, calling on 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.



- Prepares short-term and long-term product sales forecasts and special reports and analyses; answering questions and requests.
- Facilitates inventory turnover and product availability by reviewing and adjusting inventory levels and production schedules (S&OP).
- Develop effective marketing campaigns and promotions
- Develop product pricing by utilizing market research data; reviewing production and sales costs; anticipating volume; costing special and customized orders.
- Maintains accurate records of Product Management activities.
- Works as part of the marketing team on market development initiatives such as website management, blog publication, social media outreach, marketing materials development, customer site visits, and conference and trade show exhibit opportunities.
- 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.
- Estimated Travel: 15%-20%

### **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.
- B.S./M.S./Ph.D./MBA . from an accredited college or university with relevant product management experience in Life Science/Biotechnology industry.
- Strong understanding of life science customers, 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 Stage-gate product development processes within a small company environment is a plus
- Accepts personal responsibility for producing results (individually and as a team).
- Product management, people management, understanding the customer, product development, requirements analysis, pricing, planning, competitive analysis, sales planning, inventory control, and strategy skills
- Strong MSOffice skills required; experience with marketing automation tools such as SalesForce (SFDC), HootSuite, and Meltwater a plus
- Curious and willing to learn
- Subscribe to the company's values
- Must be eligible to work in the U.S. Work visa sponsorship is not available for this position.

Interested individuals should apply online at: <https://indeedhi.re/2QwDGB9>

Please visit our website at [www.roosterbio.com](http://www.roosterbio.com).