



Perform – Transform – Together

Global Product Manager Prosthetics Digital (m/f/d)

Medentika® has become synonymous with the successful development of high-quality products in dental implantology. With a determined, dynamic team, we have been meeting the challenges of this rapidly growing market for over 15 years. Our products are continuously, innovatively developed, manufactured in Calw, Germany, and sold to more than 50 markets worldwide.

The world is growing together, we are all connected and you are in the center of it.

Job Description

As our new Global Product Manager Prosthetics Digital, you will be a part of our highly motivated, commercially driven and dental-technician top-notch team of four. In this exciting and versatile role, you will have the ownership for commercially leading the coordination, implementation, execution, control and completion of new product development projects. Furthermore, and in close cooperation with Regional Marketing, Regulatory Affairs and Operations, you will be playing a crucial part in identifying business opportunities, driving worldwide market introductions of existing and new products and ensuring smooth phase out of end-of-life products.

Main Tasks and Responsibilities

- Ensure global launch readiness across all aspects for limited and full market release, e.g. regulatory approval, product availability, promotion material content, “green light” on local launch readiness
- Oversee and support local product managers during local launch (define requirements for local launch readiness, i.e. check-list)
- Identify, collect and assess user needs: transform into Product Requirement Documentation
- Develop detailed Marketing Plans, tailoring messaging towards local Dentist/Dental lab customer groups (e.g. segment market and customer groups, determine product definition and positioning (USP/value proposition), set pricing – ASP/list price/floor price, develop promotional concept & mix)
- Define in close collaboration with our MarCom- and Training&Education-Team the marketing strategy and develop material/content/tools for online and offline promotion
- Proactively monitor performance (sales, gross margin), seek counteractions quickly to address performance gaps
- Track market and competitors and provide in-depth market, industry and competitive analysis
- Develop key opinion leader base to sustain product solution promotion strategy

Requirements needed

Education & Experiences

- Dental Technician (or comparable/related education) with strong skillset in CAD design / digital workflows
- first experience in product management in a regulated environment, preferably in the medical device industry; ideally in the dental/prosthetic area. We are also open for highly motivated graduates that are willing to develop into this product management role.
- Additional education in business administration or marketing is a plus

Competencies

- Creativity and storytelling capabilities is a must
- Strong analytical skills and result orientation, broad intellectual curiosity and general interest
- Additional sales or project management experience is a plus
- Fluent in English is a must; any further languages are certainly an asset

Personal Attributes

- High affinity to technology and data driven digital workflows
- Energetic, straightforward and performance-driven professional with entrepreneurial spirit
- Comfort in working within a dynamic, global business environment is a must
- Multinational minded individual who values diversity & thrives in a fast-paced environment

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, or disability.

We look forward to your application!

Please send us your cover letter, résumé and certificate to: job@medentika.de