

Laerdal Medical, one of the world's leading providers of Healthcare Solutions, is dedicated to helping save lives. Laerdal serves healthcare providers and educators with products and services for Basic Life Support, Advanced Life Support, Simulation, Airway Management, Immobilization, Patient Care, Self-directed Learning and Medical Education.



Product Manager – Resuscitation

We are seeking to strengthen the Product Management function for our resuscitation portfolio, and are therefore looking to fill a Product Manager position. The position is located in Stavanger, Norway.

As a Product Manager, you will have the primary ownership of the product lines assigned to you and therefore the “health” (product competitiveness, earnings, quality, etc.) of the individual products. E.g. Little Anne, Resusci Anne QCPR and SimPad SkillReporter.

As a Product Manager, you are accountable with the following:

- Field Support – Support the field organization (e.g. Sales and Regional Marketing), making sure the Product Platform is perceived as responsive, competent and adding significant value to the field organization
- Product Requirements – Collect and Document product requirements for future developments and/or product improvements
- Product Launches globally
- Analyze trends in the market place as well as trends in sales/performance for the Product Platform's products on country/global level
- Create business cases (supporting the Helping Save Lives mission as well as being profitable) for new products as well as product improvements

The candidate:

We are searching for an experienced, impact-driven and highly motivated person with strong marketing and analytical skills. In addition, the candidate:

- Is preferred to have a master degree in Marketing, MBA or equivalent. Several years of relevant experience may compensate for lack of formal education
- Preferably work experience with service marketing, Marketing plans, Product management, campaigns towards public/health sector, Global product/service launches and/or Subscriptions management/subscription marketing
- Writes and presents well in English and is able to make complex technical material understandable for a global audience. Candidates will be required to provide written samples of previous work in English. Example work might include Product Launch plans, Product Descriptions, Business Plans or Marketing materials

If you have questions about the position, please contact Ole Martin Dahl by email ole.martin.dahl@laerdal.no or phone 9100 9903.

Send application and a CV to hr@laerdal.no within **31 August 2015**. Please type “Product Manager – Resuscitation” in the subject line along with your name.



Laerdal
helping save lives