

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.

By 2020, we have a goal of helping save 500,000 more lives. Every year.



## Product Manager – Emergency Care - Stavanger

We are seeking to strengthen the Product Management function for our simulator portfolio, and are therefore looking to fill a Product Manager position.

As a Product Manager, you will have the primary ownership of the product lines assigned to you and therefore the “health” of the individual products including product competitiveness, product roadmap, revenues, quality, etc.

### **As a Product Manager, you are accountable for the following:**

- Developing and implementing a company-wide go-to-market plan, working with all departments to execute.
- Develop, maintain and manage roadmaps for all assigned products in the assigned product portfolio.
- Support our 24 countries strong sales and marketing organization - be perceived as responsive, competent and adding significant value to the field organization.
- Maintain a status dashboard for all products that includes – product statistics, prioritized areas for improvement and roadmaps for future development.
- Understand in depth and document the competitive landscape for the products in the platform, including suggesting countermeasures to meet the competitive pressures.
- Define personas for products and user stories to facilitate development.

### **The candidate:**

- Has a minimum 3-5 years work experience in a marketing, product management or sales.
- Has developed and successfully executed product launch plans to a global market.
- Has a working knowledge of the product development process from design input to product launch.
- Has a formal clinical education and practical experience in a medical field such as nursing or paramedic training. A Bachelor's or MBA degree in Marketing or a Master's Degree in Education will be looked upon favorably when comparing candidates.
- Writes well in English and is able to make complex technical material understandable for a global audience. Applicants will be asked to provide a written sample of their work in English. Example work might include Product Information Bulletin, launch plan, product descriptions or marketing materials.
- Is able to prepare and deliver presentations to nurses, doctors, and other technical medical professionals fluently and comfortably in English.

For more information about this position contact Suzanne Shea on [Suzanne.Shea@laerdal.com](mailto:Suzanne.Shea@laerdal.com)

Send your applications with CV, marked “Product Manager – Emergency Care Stavanger” to [HR@laerdal.no](mailto:HR@laerdal.no)  
Application deadline is **16.09.2016**

