



Product Manager – Maternal & Newborn Patient Care Business Unit

Medical errors are estimated to be the cause of more than 250,000 deaths per year in US alone, and likely several millions on a global basis. In the Patient Care Business Unit, our focus is to support simulation based education for Health Care Practitioners and Students. Four years ago, we set a 2020 goal of helping save an additional 50,000 lives per year by improved patient safety. Every day, 800 mothers die giving birth. And every day, 8,000 newborn babies die. The majority of these deaths are preventable. We believe we can help.

In the Maternal & Newborn Team we design, implement and support products and solutions to impact our learners and the patients they serve. We are seeking a mission driven Product Manager for primary ownership of the products assigned and therefore the “health” of the individual products including product competitiveness, product roadmap, revenues and quality.

As a Product Manager, you are accountable for

- Understand market trends and dynamics globally, translating these for business cases and providing inputs into current and new product development activities.
- Create and develop relationships and trust with partners and customers.
- Develop and implement global marketing and launch plans to products assigned.
- Product lifecycle management which includes competitive landscaping, product road mapping and product strategy.

Key Qualifications

- Bachelor or Master's degree in business or health/science disciplines. Minimum of three (3) years of experience in sales, marketing, and or/product management. Experience within the Maternal & Newborn market is preferred. Any equivalent combination of education and experience could be relevant.
- Communicating, both in writing and verbally, with internal and external customers to gather and distribute information about your assigned products.
- Strong communications, analytical and interpersonal skills.
- Represent the Maternal & Newborn team in a positive way to users and the organization by showing you are responsive, professional and ready to help others be successful.
- Ability to develop in-depth understanding of product line and its position in the marketplace
- Ability to understand fundamental product profitability considerations including gross margins and P&L statements.
- Computer literate; able to utilize MS Office Suite.

The job is in Stavanger, Norway and the position reports to Director, Maternal & Newborn, Patient Care. Approximately 25% of the time will be needed to travel to user sites around the world.

For more information about the position, contact Sarah Sue Miller, mobile +47 476 84 233 or +1(845) 240-4530 or Ingrid Lærdal mobile +47 951 45 168.

Send application letter and CV to HR@laerdal.com within 30 November 2017.

www.laerdal.com



Laerdal
helping save lives

Helping Save Lives

Laerdal Medical is dedicated to helping save lives through the advancement of resuscitation science, emergency care and patient safety. Our vision is no one should die or be disabled unnecessarily during birth or from sudden illness, trauma or medical errors.

Maternal and newborn training simulators and therapeutic products are used by hospitals, educational institutions, emergency services and voluntary organizations around the world.