



## **Product Specialist**

### **Description**

Assist with the launch of new products and development of product deployment plans to ensure successful commercial outcomes. Be able to anticipate project needs, discern work priorities, and meet deadlines with little supervision, and be willing to work occasional evenings and weekends.

### **Key Performance Indicators**

1. Successfully launch new SomnoMed products
  - Develop and manage launch programs for new products.
  - Facilitate focus groups, research and clinical study programs in North America in association with the General Manager Production and Technology.
  - Develop and maintain internal and customer training material
2. Successfully conduct market research
  - Develop and maintain a competitive matrix
  - Develop “voice of the customer” program
  - Specify market requirements for current and future products by conducting market research supported by ongoing visits to customers and partners
3. Successfully administer product related activities
  - Assist with preparing budgets and keep track of actual finances.
  - Update weekly and monthly dashboards and provide monthly progress reports.
  - Update product deployment plans for new product launches
  - Coordinate scheduling of focus groups, voice of the customer and research/clinical programs

### **Qualifications**

- Bachelor’s Degree in Marketing and/or Business required
- 1+ years industry experience in market research, product management, product development, sleep technology (as an Accredited Sleep Technologist), or related fields preferred

### **Skills & Abilities**

- Excellent communication skills, including writing, proof reading and speaking
- Excellent interpersonal skills both in person and by phone, with high professionalism
- Ability to accomplish projects with little supervision

**Function:** Marketing

**Location:** Frisco, TX

**Schedule:** Full-time

**Travel:** 1-2 weeks per month in North America, possible international travel