

## Product Manager – On site Solutions

### 1. Main Goal of the function

As a product manager On-site solutions you are responsible for the development, early commercialization and routine commercialization of a new product line where the OncoDNA test can be used in a decentralized setting in facilities having sequencing capacities. In this role you are responsible for the reagents, Bio IT software and interpretation of the results. You will also be responsible for the complete logistics chain, going from order of the raw materials, follow up of the stock till delivery at the customer site. This role will be a key role with responsibilities for a complete product line at OncoDNA

As a product manager you will:

- Combine the existing elements of the OncoDNA tests into a finished product. All the elements are existing within the different departments and will need to have harmonization into a finished product.
- You will define the short and long term go to market strategy
- You will work together with all the departments to deliver on the short and long term go to market strategy
- Define in detail what is needed to deliver the above, this can be, but will not be limited to:
  - Perform market analysis by telephone interviews and on-site feedback gathering
  - Define the ideal customer profile
  - Together with the relevant departments you will create
    - Marketing material
    - QA material
    - Legal material
    - Set sales objectives and support the commercial team in achieving those objectives
    - Define marketing
- You will make sure all the elements in the offer (design, reagents, secondary and tertiary software) are valued internally and in the market
- You are responsible for the procurement, storage, packaging and distribution of the assay and proactively anticipate logistic bottlenecks
- You will gather market feedback and propose together with the Comex how the product needs to evolve in order to stay relevant over time.
- This position will require extensive communication with all the departments within the company in order to come to a finalized product
- Feel comfortable discussing with KOL's and be able to correctly explain the visionary aspect of these products
- Although this is not a sales role, you will be asked to support the sales team and teach them 'by example' the relevance of the product
- Together with the sales and marketing team you will prepare and maintain all the necessary documentation needed to have a successful productline.
- You build and maintain strong and long lasting relationships with KOL and industry partners



- Offer product information on stands, during symposiums and conferences at the national and international level whenever needed

## 2. PROFIL RECHERCHE

### Expertise (education, qualifications and training)

- Bachelor or Master in science and/or molecular biology.
- Business experience in molecular diagnostics, especially Next generation sequencing
- Business experience as Product Manager
- Interest in the technical aspects of the OncoDNA Products
- Good knowledge and understanding of cancer

### Required Skills (Soft Skills)

- You have knowledge of the complete NGS flow in the lab going from DNA till report
- You have project management skills
- 3 to 5 years of experience in an organizational or consultancy role
- You have experience in an international context and your worldview is not limited to Europe, but you have a global mindset
- Strong influencing skills
- Interest in field trips (congresses, customer visits, KOL visits)
- Proactive, enthusiastic and positive attitude
- Resilience and results-oriented
- Relational ease and good communication skills
- Dynamic and passionate
- Adaptive to the needs and requirements of the market
- Team spirit
- Curiosity, open to continuous training
- Excellent knowledge of English, one or two additional language(s) are a plus.