

Product Manager | 32-40h

For our client ProDiag in Baarn, The Netherlands, we are recruiting an ambitious Product Manager to actively contribute and add value to this innovative and fast-growing organization.

Organization

ProDiag is a Dutch business established in 2003 and has gained a respectable position in the international market of In Vitro Diagnostics (IVD) over the past decades. The product range consists of a full line of PCR tests and instruments (turn-key PCR labs), antibody and antigen tests, Vitamin D tests allergy tests and many more Point-of-Care tests and self-tests.

Market

The IVD market has changed substantially in 2020 due to the Corona crisis. The concept of Rapid Testing is suddenly common knowledge and in The Netherlands alone we appear to have 17 million virologists. The advancements are quickly succeeding each other, painting an entirely different picture for the future of medical testing once COVID-19 will be under control. This constitutes a profoundly dynamic environment in which ProDiag positions itself in a highly adaptive way.

Well before 2020 ProDiag was active in innovative solutions for point-of-care testing and self-testing, for example through smartphone-supported Vitamin D monitoring from fingerstick blood samples. In the past year, the product range was expanded to COVID-19 antibody tests, antigen tests, and a range of PCR tests which have made their way to several turnkey PCR labs throughout Europe.

ProDiag's saliva RNA collection set for children was the first to be approved by the RIVM (Dutch National Institute for Public Health and the Environment), leading to substantial orders by the National Consortium COVID-19 Resources. Among the Dutch clients are purchasing groups, individual laboratories, and self-testing consumers. Abroad the company works with a network of independent distributors, developed over the past 25 years. Besides a range of COVID-19 tests the company prepares the introduction of innovations in the areas of food intolerance, kidney damage, liver damage, metabolic diseases and more.

Function description

Together with a team of colleagues you will strengthen the commercial potential in the Benelux and France and support distributors with respect to ProDiag's diverse range of products. You can count on the support of colleagues who focus on sales, quality, product instruction, supply chain, purchasing & distribution, and legal & contracting.

You will be responsible for developing and executing an effective multi-channel marketing policy for the complete ProDiag product portfolio. Next to some work in developing such strategy, you will be working on operational excellence in marketing execution like e.g. website/web shop design and maintenance, development of presentation/training materials, mailing campaigns etc. A ProDiag Product Manager is excited to build and maintain direct contacts with Key Opinion Leaders or strategic channel partners, on a global scale. This in turn means being on top of content, which by the way does not mean having to know all.

Culture

ProDiag is a small organization with many opportunities. It is important that you are certain you feel comfortable in such an environment. There is a lot of space to explore multiple directions based on a professional assessment. In these novel operations little will be cast in stone, allowing you to contribute a great deal towards the solution.

Of course, you will not be doing this alone. A team of enthusiastic colleagues is always by your side in this energetic environment, in which no two days are the same.

Position in the organization

You cooperate closely with the CEO/owner, and you are a member of the Management Team.

Function requirements

You are energized by working in a quickly developing organization in which you play a central part in developing commercial power and achieving success. You are perfectly capable of operating independently, but teamwork characterizes your style. With a clear vision with regards to fulfilling your role and the positioning of ProDiag, you are a valuable sparring partner for clients and the managing board.

Furthermore, you:

- Have completed a business/marketing education.
- Have proven affinity with the In Vitro Diagnostic market.
- Have a strong affinity with B2C in healthcare.
- Have been successful in a comparable position.
- Are experienced with setting up campaigns.
- Possess a network that you can reach out to for operations.
- Are able to work project-based.
- Have at least 4 years of experience in a similar role
- Do not have a 9-5 mentality.

Competences:

- Strategic and analytical
- Innovative
- Tactical
- Strong communication skills (in writing and verbally, NL/ENG/FR/SP/G)
- Takes initiative
- Teamwork
- Client-oriented

Employment conditions:

- A competitive salary
- Year-end bonus based on achieved results.
- An annual contract, with the intention of converting this into permanent employment.
- Lease car or travel compensation
- Computer
- Telephone or compensation

Procedure

The search, recruitment and selection procedure are organized by InterExcellent Zorg, by Pieter van Stijn. he will conduct the first interviews with suitable candidates. Subsequently, the CVs of the most fitting candidates will be presented to the client. Based on this, final candidates are selected for interviews at ProDiag.

Planning

- Applications (letter of motivation and CV) are due 19 February 2021, preferably as soon as possible.
- A selection of candidates will be invited for an orienting interview at InterExcellent in Baarn.
- The most suitable candidates will then be presented to ProDiag.
- The aim is to finish the procedure before the end of February 2021.

Contact

Pieter van Stijn, managing partner InterExcellent Zorg, Baarn.
Tel: 035- 5280430 or look at www.interexcellent.nl.

We kindly look forward to hearing from you.