

United Arab Emirates Jobs Expertini®

Business Marketing Manager, MRI

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Company: Philips International

Location: , Dubai, United Arab Emirates

Category: other-general

Business Marketing Manager, MRI page is loaded Business Marketing Manager, MRI Apply locations Dubai time type Full time posted on Posted Yesterday job requisition id522799 Job Title Business Marketing Manager, MRI Job Description Implement the business strategy for MRI Business Unit in the Middle East, Turkey & Africa (META) Zone in alignment with strategic Market priorities. Implement the business strategy for MRI Business Unit in the Middle East, Turkey & Africa (META) Zone in alignment with strategic Market priorities. Business Marketing Manager (BMM)-MRI Systems is responsible to develop and execute the Go to Market Approach for assigned portfolio of MRI products and solutions, services in alignment with Zone's Business and overall Marketing Strategy and works with the Clusters and Businesses to ensure perfect and flawless New Product Introductions and Launches. BMM shall create local strategy for profitable business growth and execute the same. The person shall support the Business Marketing & Zone Leader (BM&S) in the interaction with the business. The BMM also supports and coaches the Modality Sales and clinical teams in the Market as a One Point of Contact and ensures Marketing Strategy and plans are aligned and well executed. Your role: Marketing Planning and Execution Building and executing Marketing Plan for MR business for the META Market. Collaborating with the Head of Marketing in creating the Health Systems Marketing Plan for the market by providing customer Insights and global Business Strategy. Driving the MRI Business specific execution of the Health Systems Marketing Plan, translating, and aligning those with the business and zone plans. Leading the business and marketing planning in collaboration with the business, creating right business enablers and metrics, to enable profitable business growth.

Developing and executing local Go-To-Market strategies (Segmentation, Targeting, Positioning, Portfolio definition, pricing, and promotion) for assigned portfolio of products, solutions, and services to drive profitable growth, in line with Quality & Regulatory requirements and Zone's Business and overall Marketing strategy. Contributing to the development of new channels (incl. digital), and optimizing existing channel mix, linking to sales plans. Ensuring relevance of value propositions for the META Market. Performance Management of assigned Portfolio of Product, Solutions, and Service New Product Introductions Driving local product launches in line with the global strategy and the overall market's business and marketing strategy. Ensuring perfect and flawless New Product Introductions and Launches by determining right product portfolio for the Markets, setting up and executing roadmaps for the introduction of new products or updates and the phasing-out of existing products in such a way that an optimal product portfolio is available on the market in time and with low inventory of stock together with Business Unit teams. Providing business with local insights about market dynamics, competition strategy and trends. Engaging with business units in collaboration with BMS leader in reviewing the roadmap and value propositions of the global plans in the product development phase, and localizing it for the market needs. Collaborating with cross functional teams including marketing, service, regulatory, businesses, supply chain, commercial etc (direct and indirect) to ensure timely and effective launch of NPIs. Marketing Sales Support Identifying and categorizing sources of business and creating targeted strategies for business growth. Capturing, assessing, and acting on win/loss analysis. Creating localized assets and content for sales team in collaboration with the Marketing Operations, modality sales and Clinical application teams. Building competence of the sales team by supporting Sales team with background knowledge, market insights, competitive insights, instruments, and tools to support in maximizing business opportunities Point of contact and go to resource for modality sales specialist and clinical application teams. Supporting Head of Marketing and Events team for customer facing events to generate new leads and prospects. You're the right fit if: Bachelor's Degree. An MBA or an equivalent marketing degree will be preferred. Minimum 5 years' experience in Healthcare/ MedTech products or solutions, MRI experience would be an asset. Experience in domain industry will be an advantage, Experience as an integrator in a dynamic market and in a matrix organization with great leadership skills, Excellent communication skills and excellent command of English, Great collaboration skills, High learning agility, Digital Marketing, marketing technology capability is an asset, Willing and

able to travel (40-50%) within META Region. About Philips We are a health technology company. We built our entire company around the belief that every human matters, and we won't stop until everybody everywhere has access to the quality healthcare that we all deserve. Do the work of your life to help the lives of others. • Learn more about our business . • Discover our rich and exciting history . • Learn more about our purpose . If you're interested in this role and have many, but not all, of the experiences needed, we encourage you to apply. You may still be the right candidate for this or other opportunities at Philips. Learn more about our commitment to diversity and inclusion here .

About Us At Philips, we believe that every human matters. As a global health-tech leader, we focus on improving people's health and wellbeing through meaningful innovation. The people who work here share our passion and are motivated to bring this purpose to life. For more than 130 years, we have been creating technologies and innovations that improve people's lives and support healthcare practitioners. Headquartered in the Netherlands and operating in more than 100 countries globally, we focus our advanced technology and deep clinical and consumer insights on Precision Diagnosis, Image Guided Therapy, Enterprise Informatics, Monitoring/ Connected Care, Sleep & Respiratory Care and Personal Health. We're committed to building a diverse and inclusive workplace culture where people feel heard, valued and connected. Because we know the possibilities are unlimited when people feel empowered to grow and succeed together. It is the policy of Philips to provide equal employment and advancement opportunities to all colleagues and applicants for employment without regard to race, color, ethnicity, religion, gender, pregnancy/childbirth, age, national origin, sexual orientation, gender identity or expression, disability or perceived disability, genetic information, citizenship, veteran or military status or a person's relationship or association with a protected veteran, including spouses and other family members , marital or domestic partner status, or any other category protected by federal, state and/or local laws. As an equal opportunity employer, Philips is committed to a diverse workforce. In order to ensure reasonable accommodation for individuals protected by Section 503 of the Rehabilitation Act of 1973, the Vietnam Veterans' Readjustment Act of 1974, and Title I of the Americans with Disabilities Act of 1990, applicants that require accommodation in the job application process may contact 888-367-7223, option 5, for assistance. Equal Employment and Opportunity Employer/Disabled/Veteran

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