



**LUNG CANCER  
PROTEOMICS**  
Early Detection of Lung Cancer



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6541-B Via Del Oro, San Jose, CA 95119 | 219-510-0120 | [www.targetdxlab.com](http://www.targetdxlab.com)

## MARKETING AND PRODUCT MANAGER

### Position Summary

Lung Cancer Proteomics is a growing biotechnology company with a mission of developing sensitive and specific blood tests to detect high mortality cancers early. By adhering to a data driven approach and using rigorous scientific processes, we strive to innovate, simplify, and improve early diagnostic tools, which lead to an increase survival rate and better quality of life for cancer patients. We are seeking a result-oriented **Marketing and Product Manager** with experience in immunoassays and the US medical device market. The ideal candidate should have proven track record in planning, research and analysis, advertising, digital media, expanding market base and revenue, and meeting ROI. The role will collaborate closely with the CEO, COO and cross- functional leaders, including Sales, Legal/Compliance, and R&D/Product Development.

### Primary Responsibilities:

- Design and implement brand positioning strategy, annual marketing plan, product launch plan, and promotional communication strategy within a marketing budget plan.
- Develop deep insights in our targeted population (clinicians and patients) and experience in SWOT analysis, finding target audience, and selecting effective marketing channels.
- Design and implement brand positioning strategy, annual marketing plan, product launch plan, and promotional communication strategy within a marketing budget plan.
- Create/develop marketing documents, web content, clinical materials, training presentations, customer-facing documents, packaging, etc.
- Develop campaigns for social media platforms (i.e., LinkedIn, Facebook, Instagram, SEO, E-Newsletter, Blogging) to increase web traffic and develop a solid web presence.
- Plan outreach, conferences, tradeshow, and provide sales force support and training.
- Assess external and internal landscape to identify market gaps and opportunities to advance company competitive edge and improve product line.
- Monitor and assess effectiveness of initiatives, projects, and practices using marketing metrics/analytics and ROI and identify opportunities to optimize value of investments.
- Monitor and track competitive landscape; conduct threat assessment (including timelines and probability of launch assessments); Develop leads for the sales team.
- Complete marketing deliverables on a timely manner and within allocated budget.
- Provide insights to guide the development of our messaging that is consistent with our brand identity and helps educate patients throughout the process.
- Ensure compliance and adhere to company's policies, procedures, and processes.



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## Qualifications

- Bachelor's Degree in Business, Marketing, Statistics, or related field. MBA preferred.
- 6+ years of experience in immunoassays and medical device marketing.
- Experience with revenue forecasting, trending and uncertainty analyses.
- Experience using quantitative and qualitative resources to perform analyses.
- Considerable experience and expertise with statistical modeling, analysis, and presentation of results to a non-technical audience.

## Skills

- Proven track record of leadership, project management, and teamwork.
- Expertise in standard analysis and presentation software (Excel, PowerPoint).
- Persuasive written and verbal communication skills.
- Strong interpersonal skills with the ability to develop strong partnerships.
- Broad understanding of marketing channels for message delivery, including direct and digital marketing, patients, advertising and marketing communications.
- Motivated to continuously improve performance, result-focused, and driven.

## Job Type

- Full time position.
- Duties may require working outside normal working hours (evenings and weekends) at times.
- Travel may be required.

## Equal Opportunity Employer

Lung Cancer Proteomics is proud to be an Equal Opportunity Employer. We are committed to ensuring a diverse and inclusive workplace environment, and welcome people of different backgrounds, experiences, abilities and perspectives. Inclusive collaboration benefits our employees, our community, and our patients, and is critical to our mission. All qualified applicants are encouraged to apply, and will be considered without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, age, veteran status, disability or any other legally protected status.