

Job ID	MPHC241
Position	Market Development Manager
Territory	GCC Countries
Business Unit	Medical Imaging Products
Location of Position	Mississauga, Ontario, Canada
Job Description	<p>The role is to lead the demand generation strategy in the developing markets of GCC countries, and execute regional, strategic marketing / medical technology programs to achieve Meridian Pharma & Healthcare's growth and business development goals. The position will be responsible for understanding the GCC diagnostic imaging market and its requirements and developing successful strategic marketing plans/ marketing campaigns specific to GCC stakeholders, including ministries of health, regulatory agencies, healthcare institutions, physicians, and patients and align with Meridian's marketing, business development, business partners training, etc., to maximize the financial success of the diagnostic imaging portfolio. Manages the Demand Generation and pricing of all diagnostic imaging products. Leads by example and demonstrates the leadership skills, vital to this role. Builds and maintains a high performing marketing team, coaching and mentoring team members.</p>

Job Requirements

Education Level

Required: University Degree

Preferred: Business Degree, MBA

Experience

- Sales / Marketing Leadership
- Experience of leading a team in a matrix environment
- Sales or marketing Leadership
- Understanding of regulatory affairs

Years of Experience

- 5-7 years Senior Marketing Experience

Additional Skills

- Strong business Acumen
- Strategic thinker
- Process Management
- Analytical Capability
- Ability to work well in a Team Environment and work Independently
- Strong Communication skills including listening
- Proven ability to build strong Customer Relationships
- Self-Motivated
- Strong Presentation and influencing skills
- Ability to manage a complex influencing / sales environment including managing multiple projects
- Proven track record of success
- Manage a changing environment