



Product Manager, Oncology (Based: Carlsbad, CA - Hybrid)

JOB OPENING

ImpediMed is looking for a **Product Manager, Oncology** to join our Marketing team! If you have a passion for developing and executing commercial marketing strategy for medtech products to improve patient care, then this role is for you! This position also offers the opportunity to work on a novel software-based product line with a unique hardware/software solution and subscription-based business model.

A day in your life as a Product Manager, Oncology at ImpediMed may include:

- Drive downstream execution of strategic plans in the US with primary focus on the oncology market.
- Collaboratively develop global product commercialization plans for new products and smoothly transition to US sales, distributors, and regional marketing teams.
- Identify opportunities to expand use of ImpediMed's technology in the broader oncology market with current software applications as well as new applications and indications.

To be an amazing Product Manager, Oncology at ImpediMed, you will have:

- A Bachelor's degree in a science or technical background and professional work experience. An MBA or advanced degree is preferred.
- Experience as a Product Manager preferred with a history of defining and developing successful product launches
- Demonstrated ability to work creatively, prioritize, and smoothly manage goals and initiatives amidst competing priorities.

ABOUT IMPEDIMED

ImpediMed is a medical technology SaaS company that uses bioimpedance spectroscopy (BIS) technology to generate powerful data to maximize patient health.

ImpediMed's management team includes executives who have international experience in successfully introducing innovative medical products to global markets. The organization is dynamic and professional and has been built from the ground up with a strong team of enthusiastic and dedicated senior managers, researchers, and employees. The company is on a dramatic growth path with the strong demand for its unique product offerings and offers exciting career opportunities.

Based in Brisbane, Australia with its principal office located in Carlsbad, CA, USA and a European office in Thessaloniki, Greece, ImpediMed is the world leader in the design and manufacture of medical devices employing bioimpedance spectroscopy (BIS) technologies for use in the non-invasive clinical assessment and monitoring of tissue composition and fluid status. ImpediMed Limited is a public company listed on the Australian Stock Exchange (ASX: IPD).



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ImpediMed devices are currently used in both the clinical and research settings with future applications being developed for home use. ImpediMed has over 20 years of clinical experience supporting healthcare professionals in the assessment of secondary unilateral lymphedema of the limbs. ImpediMed's devices are used in a variety of settings to aid surgeons, oncologists, therapists, and radiation oncologists. Our research devices are thought of as a gold standard measurement system for non-invasive fluid and body composition measurement, used in both animals and human research.

ImpediMed produces a family of FDA cleared and CE Marked medical devices, including SOZO®, sold in select markets globally. For more information, see our website at www.impedimed.com.

ImpediMed's Company Vision: Leave no patient untested who could benefit from our technology.

BENEFITS

Life at ImpediMed

It is fast, it is fun, it is evolving, it is growing, and it is filled with smart, passionate, diverse, friendly people who want to make a difference in healthcare. We are 4 miles from the beach and are located within the Carlsbad Research Park with numerous paths and trails great for walking meetings or enjoying the outdoors during your workday by biking, running, or walking.

Total Rewards

At ImpediMed, we are strongly committed to our employees--their well-being, development, rewards, and recognition opportunities. One way we demonstrate this commitment is by offering a valuable, competitive package of compensation and individualized benefits programs aimed at the varying needs of our diverse and global teams. The sum of our programs is one of the many reasons people choose to work at ImpediMed. We regularly benchmark against other companies in our industry to ensure our Total Rewards package is competitive and of value.

We offer full healthcare benefits including Medical PPO/HMO/HSA Plan Choices, Dental Plan, Vision Plan; 401(k) with employer match. Basic Life, AD&D, STD/LTD, Employee Assistance Program (EAP) and employee discount programs.

Diversity & Inclusion

It is our diverse teams who drive our innovation, creativity, and success. We value the unique backgrounds and experience of all our employees and share a set of core values of ethical behavior for conducting our business. - *Integrity, Accountability, Collaboration, Respect, Quality, Compliance*. We continuously strive to provide an environment where employees not only feel they can succeed, but also where they can thrive.



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To Apply

Please apply via LinkedIn or email your resume to employment@impedimed.com with subject heading: Product Manager, Oncology.

Equal Opportunity Employment

As part of our commitment to providing equal employment opportunities, we take steps to ensure that all qualified applicants are treated fairly. To that end, our decisions around recruitment, hiring, assignment, promotion, compensation, and other personnel factors are made and administered without regard to race, color, religion, genetic information, national origin, sexual orientation, gender identity, gender expression, pregnancy, childbirth or related medical conditions, age, disability, citizenship status, uniform service member status, or any other protected class under federal, state or local law.

If you have a disability that requires accommodations in order to complete the application process, please contact us at employment@impedimed.com or (760) 585-2100.

POSITION SUMMARY

The Product Manager, Oncology will be responsible for developing and executing the commercial marketing strategy for ImpediMed's Oncology products with a strategic focus on the US Market. The downstream product marketing activities include program development, product launches, competitive marketing, reimbursement messaging, sales training, and executing promotions and campaigns across multiple channels. The upstream product marketing activities include acting as the Voice of the Customer to development teams through product knowledge and a deep understanding of the user experience.

PRIMARY DUTIES & RESPONSIBILITIES (Essential Functions of the Position) include but are not limited to the following. Other duties may be assigned.

- Drive downstream execution of strategic plans in the US with primary focus on the Lymphedema Prevention Program. Help develop downstream activities and execute agreed upon marketing plan in conjunction and consultation with Sales and the rest of the Marketing team.
- Coach and counsel Sales organization on the execution of Lymphedema Prevention Program including program implementation and education.
- Collaboratively develop global product commercialization plans for new products and smoothly transition to US sales, distributors, and regional marketing teams.
- Identify opportunities to expand use of SOZO in the broader oncology market with current software applications as well as new applications and indications.
- Promote and maintain the ImpediMed SOZO, and L-Dex therapy brands. Produce and assess effectiveness of marketing collateral and tools including brochures, sales tools, training materials, etc. using a digital-first approach.
- Create and deliver sales training materials to support rapid onboarding of new Sales hires. Be the expert in messaging and collateral that is relevant to successful account growth and competitive initiatives.



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- Promote and utilize analytic methods to establish/evaluate all related activities, including analysis and recommendation of new opportunities.
- Devise market research to support products, analyze sales and market trends, and synthesize results into relevant plans. Drive understanding of patient & clinician insights within the therapy, including patient and referring physician behavior.
- Foster relationships and collaboration with key customers and key opinion leaders to ensure that launches and other programs are relevant and will drive understanding and adoption of SOZO, L-Dex, and the Lymphedema Prevention Program.
- Attend key tradeshows, conferences, and symposia to execute marketing tactics, build knowledge and assist with educational programs and product demonstrations.
- Maintain awareness of market or competitive developments and impact to commercial and product strategy. If necessary, develop third party industry relationships to augment commercial needs.
- Be the Voice of the Customer to product and software development teams through procedural knowledge and deep understanding of the user experience.
- Develop customer evaluation plans for new features and applications as inputs into the product and software development processes.
- Ensure that all marketing activities conform to company guidelines and local laws.
- Other duties as assigned.

SUPERVISORY RESPONSIBILITIES

- None

QUALIFICATIONS GUIDELINES

Typical Knowledge, Skills, & Abilities:

- Demonstrated ability to work creatively, prioritize, and smoothly manage goals and initiatives amidst competing priorities.
- Superior verbal and written communication, teamwork, and emotional intelligence skillsets. Work samples available upon request.
- Ability to build positive working relationships, both internally and externally.
- Self-starter who demonstrates ownership and leadership in a high-growth, fast-paced environment.
- Agility to pivot to meet evolving business demands.
- Strong knowledge of the Microsoft Office product suite.
- Must understand, follow, and comply with regulatory requirements as applicable to various processes. An understanding of FDA Quality System Regulations and ISO Standards (ISO 13485) is required.
- Must possess a thorough understanding of work-related standards and regulations, including but not limited to Standard Operating Procedures (SOPs) and Quality System Regulations (QSRs), both US and international.



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TYPICAL MINIMUM EDUCATION, EXPERIENCE or CERTIFICATIONS

- Minimum 4 years of professional experience and a bachelor's degree required. MBA or advanced degree is preferred. Science or technical background (e.g., scientific, engineering, etc.) preferred.
- Minimum 2 years of experience as a Product Manager preferred with a history of defining and developing successful marketing programs in a medical device company.

WORK ENVIRONMENT & PHYSICAL REQUIREMENTS

- Workspace: Position may be full-time in office or hybrid with two days in the office weekly. Hybrid position requires suitable remote workspace and internet connection.
- Travel: Position requires business travel (including overnight), estimated up to 20%. Must be available for occasional international travel. Valid driver's licence and valid passport required.
- Physical Demand: Moderate physical effort. For example, frequent standing, bending/stooping, or balance needed. Requires operating light office equipment, e.g., personal computer, printer etc. The employee must be able to occasionally lift and/or move up to 50 pounds of equipment. Sitting, standing and/or walking for up to eight plus hours per day. Specific vision abilities required by this job include close vision, distance vision, depth perception, and ability to adjust focus in relation to travel and operating a personal computer.
- Mental Demand: Moderate to high degree of concentration.

This position may require access to patient Protected Health Information (PHI) and may also involve access to electronic Protected Health Information (ePHI). Those in this position are required to comply with all final regulations including the Health Insurance Portability and Accountability Act of 1996 (HIPAA).