

Product Manager

White City, London

Background

At DNA Electronics Ltd, we are integrating cutting-edge semiconductor technologies with novel biochemical techniques to develop a new next generation sequencing (NGS) platform and associated molecular diagnostic applications. We are looking people with a passion for their work - people who strive for an exceptional outcome, while delivering results on time. DNA Electronics' employees enjoy and thrive on working in an interdisciplinary team and can also work independently whilst using their own initiative. The ideal candidate also likes to contribute to solving problems outside their field of immediate expertise and is an effective communicator.

Summary of Role

- The qualified candidate will act as a bridge between the potential markets and a world-class development team - shaping, and in turn ensuring the commercial success of, a disruptive new sequencing product platform under development, as well as its pipeline of diagnostic tests.
- Produce market research, interact with potential customers, manage relationships, contribute to requirements-writing and business planning. Apply experience from the medical devices industry (preferably in infectious disease diagnostics) as a product manager or related functions.
- Because the platform is in development stage, the role will include the opportunity to influence on the up-front product definition and development direction.

Responsibilities

- Report to Program Director / executive sponsor (President, US Office) and support with the below-listed activities:
- Shape a new product platform under development and ensure its ultimate success on the market, based on market research and other channels.
- Update, further develop, and maintain the business case, market requirements, and market access plans for the platform and line of tests
- Identify the needs of potential customers, stakeholders, and influencers in key markets
- Drive extensive direct interactions, including with users/operators, key opinion leaders, lab directors, hospital system executives, and other stakeholders and influencers in the end-product environment, as well as DNAe's Clinical Advisory Board (CAB). At all times operate in a manner that represents the company and the platform in a positive and

- professional manner, acting as an effective advocate for the platform, in both internal and external venues. At all times maintain impeccable integrity and credibility (of self and of employer).
- Track and analyze the competitive environment – including the current environment and road-mapping into the future competitive environment
- Assess emerging technologies and trends in the field. Evaluate their potential implications: as future competitive factors or potential opportunities (e.g. partnering, technology licensing).
- Maintain a deep understanding of customers, competitors, and underlying trends and report on a periodic basis.
- Work with DNAe's cross functional team, acting an internal representative for the needs of the customer, market and business. In turn, successfully influence the internal technology development, assay/panel development, marketing, regulatory and operational roadmaps as needed to ensure ultimate product success.
- Support fundraising activities when needed: which is likely to include grant applications/government contracts and contributing to marketing and commercially related deliverables in existing government contracts.

Qualifications & Experience

- Ideally have a degree in a relevant marketing, business, engineering or scientific field
- Previous experience in a product management (or similar) in the field of regulated medical devices. – preferably in infectious disease diagnostics-
- Experience evaluating the market, developing competitive intelligence and pricing in the medical diagnostics market.
- Successful track record of relationship management for high-level key opinion leaders and industry influencers.
- Demonstrated skills for market research, interaction with potential customers, relationship management, requirements-writing, and business planning.
- Ability to learn quickly, and to effectively communicate around disciplines unfamiliar to the candidate (including technical and clinical disciplines).
- Strong written and verbal communication skills and excellent presentation skills
- Track record acting as a passionate champion for products
- Strong project management skills and ability to deal effectively with ambiguity
- Able to both lead and participate as a team member of a cross functional team as required
- Highly results-oriented, willing to take the initiative
- Willingness to go above and beyond the job description to meet goals and expectations
- Has maintained a high degree of personal integrity and credibility - both individually and on behalf of companies

**Location**

This role will be based in DNA Electronics West London offices

Apply

If you believe you meet the above criteria and would relish playing a key role in developing a revolutionary technology, we would be delighted to hear from you.

We offer a competitive compensation package to successful candidates.

Please email your CV, making a note of your salary expectations, visa requirements and availability in the email to: careers@dnae.com quoting the job title in the subject title.