



**Product Marketing Manager** : This person will be located in our Rancho Cordova office and work with Engineering and Marketing to make sure that all product lines are managed to perfection (new products get launched on time, product changes and upgrades hit timelines and expectations) and new products are managed. The pay range is \$45,000-\$50,000.

**Essential Job Functions:**

1. Manage all Marketing issues related to new product development, continuous improvement of existing products and product line extensions
  - a. Participates and leads all cross functional activities related to product development and is responsible for completing new projects in a timely and successful manner.
  - b. Develops and updates all marketing related materials for all products, including customer requirements and market research information.
2. Sales & Marketing support activities:
  - a. Conducting or contracting market research
  - b. Coordinate all activities related to labeling, packaging, instructions for use, translations
  - c. Developing product literature and promotional materials
  - d. Launch new products in world- wide markets and prepare all launch activities
  - e. Train and educate sales force when launching new products
3. Conduct and lead post-launch product trials with customers and generate clinical updates for publication.
4. Partner in the development of corporate business plans, including the company's strategic marketing plan and operation plan.
5. Provide and update forecast and marketing plan for all products.

**Requirements (education/skills):**

- A minimum of a Bachelor's degree in Marketing, Science or Business
- A minimum of 3 years marketing experience in Bio-Science
- Experience in product management, new product launch or market research or analysis.
- Prefer experience in stem cell related technology
- Ability to work and juggle multiple priorities

If you are interested in this position you need to send your resume in Word format to:  
[hr@cescatherapeutics.com](mailto:hr@cescatherapeutics.com)