

ReCor Medical

Ultrasound Denervation Therapies

Sr. Product Manager, Hypertension Marketing

Department: Marketing

Reporting to: Director, Hypertension Marketing

Location: Palo Alto, CA

About ReCor Medical

ReCor Medical, headquartered in Palo Alto, CA, is an innovative medical technology company focused on transforming the management of hypertension, the leading cardiovascular risk factor in the world. ReCor has pioneered the innovative, minimally invasive use of ultrasound in renal denervation to lower blood pressure in patients with hypertension. The company is focused on investing in high quality product development efforts, as well as rigorous clinical studies to create a strong foundation for future clinical adoption.

ReCor Medical is a wholly-owned subsidiary of Otsuka Medical Devices Co., Ltd. Otsuka Medical Devices focuses on the global development and commercialization of endovascular therapies that provide new therapeutic options in areas where patient needs cannot be met through pharmaceutical treatment. Otsuka Medical Devices Co., Ltd. is a subsidiary of Otsuka Holdings Co., Ltd., a leading global healthcare group listed on the Tokyo Stock Exchange (JP 4578). With operations in pharmaceuticals, nutraceuticals, medical devices and other health-related businesses, the group generated worldwide sales of app. US\$13 billion in the fiscal year ended December 2019 and has a market capitalization of app. US\$25 billion.

<http://www.ond.otsuka.com/en/> <http://www.otsuka.com/en/>

Position Summary

ReCor is looking for a motivated and driven Sales Support and Planning Manager. The primary focus of this role would be to lead a broad range of global marketing and initiatives in support of the developing Renal Denervation market. This position will report to the Director of Hypertension Marketing and will be asked to deliver on the following job responsibilities:

Responsibilities and Duties

- Help execute the go-to-market strategy for the Paradise Ultrasound RDN system.
- Provide downstream sales and commercial support and oversee regional execution of global marketing plans and goals.
- Develop and execute referral development programs by collaborating with regional teams.
- Develop communication strategies related to key marketing initiatives and orchestrate data dissemination process with cross-functional teams.
- Lead the creation of customer-facing collateral and all commercial enablement tools.
- Interact with key thought leaders and stakeholders and manage congress and event strategy that includes scientific meetings, advisory boards and voice of customer events.

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- Analyze qualitative and quantitative data to track market and competitive trends, and pivot strategic direction when necessary.
- Provide strategic and creative guidance on digital channel strategies.
- Maintain a thorough knowledge of the hypertension market including industry trends, clinical data and emerging areas of opportunities.

Requirements

- Fluent in English.
- 7+ years' experience working in marketing, sales or sales support in Medical Devices.
- Ability to operate in a rapidly growing 'start-up' environment.
- Strong program and project management skills.
- Ability to effectively coordinate cross-functionally to deliver products on time and on budget.
- Strong communication and collaboration skills.
- Position will require some travel (~20%, both domestic and international)

Nice to Haves

- MBA degree.
- Additional European language(s).
- Knowledge and experience in the interventional cardiology field.
- International work experience.

Equal Employment Opportunity

At ReCor Medical, we value bringing together individuals from diverse backgrounds to develop new and innovative solutions for patients. As an equal opportunity employer we do not discriminate on the basis of race, color, religion, national origin, age, sex (including pregnancy), physical or mental disability, medical condition, genetic information gender identity or expression, sexual orientation, marital status, protected veteran status, or any other legally protected characteristic.

E-mail resume to HR: Careers@recormedical.com