



## **Senior Director Product Marketing**

Department: Marketing  
Reporting to: Faisal Khan  
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 approximately US\$13 billion in the fiscal year ending December 2021 and has a market capitalization of approximately US\$19 billion.

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

## **Position Summary**

Director to lead the upstream market definition of market opportunities and product strategy across ReCor.

## **Responsibilities and Duties**

- Define the market for RDN by identifying stakeholder needs, market dynamics and strategic growth areas in which to invest, taking into account competitive activity and technologies.
- Create product definition and product development strategy. Provide guidance and direction to R&D teams on all features required to meet market requirements.
- Identify and define adjacencies to renal denervation that represent promising areas of investment for ReCor. Perform quantitative assessments for new opportunities and present for funding decisions and recommendations.

# ReCor Medical

## Ultrasound Denervation Therapies

- In partnership with key opinion leaders, define pathways to optimize and innovate the Paradise Renal Denervation System to improve therapy effectiveness. Assess market impact of new indications/applications for our core technologies.
- Drive portfolio management discussions and align the business on prioritization of our investment portfolio of new products and solutions.
- Create global pricing strategy to meet regional needs and corporate financial objectives.
- Assist with long-range planning and develop market forecast by working collaboratively with global teams to understand market trends and competitive dynamics.
- Process market research to understand the voice-of-customer and to ensure ReCor pipeline of new products and solutions best addresses market needs.
- Maintain a thorough knowledge of the hypertension market including industry trends, clinical data and emerging areas of opportunity.

### **Requirements**

- MBA degree.
- 5 years' experience working in Product Strategy
- 10+ years' experience working in Medical Devices.
- Ability to operate in a rapidly growing 'start-up' environment.
- Strong analytical and project management skills.
- Ability to effectively coordinate cross-functionally to deliver products on time and on budget.
- Strong communication and collaboration skills.

### **COVID-19 vaccination requirements**

At ReCor Medical, we care, we collaborate, we challenge, and we create. Pursuant to these core values, we are focused on the health and safety of our employees, as well as the teamwork essential for innovation of our pioneering technology. **COVID-19 vaccines will be required for all ReCor US office employees effective June 10, 2021, as well as all new US office employees joining our company.** Fully vaccinated persons are those who are  $\geq 14$  days post-completion of the primary series of an FDA-authorized COVID-19 vaccine. **This is a full-time office position** (hybrid remote may be possible; minimum of three days in the office, as permitted by law and company policy).

### **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.