

For its site in Cressier (Fribourg), Bio-Rad is looking for a :

BIO-RAD

Marketing Director (100%)

Bio-Rad is an innovative company and thanks to its laboratory diagnostic systems, world leader in the field of blood group serology.

Your tasks

Strategy

- Develop the strategy in the short, medium and long term: market needs (new products, new technologies, strategic choices), analyze the ranges (sales, profit, breakdown by country) and their competition, build the business plan;
- Contribute to the strategic planning of the R & D and marketing departments and settle down the industrial priorities;
- Develop a system for monitoring global markets for the ranges considered, competition, needs, technological, developments ...
- Achieve or exceed the objectives of sales and profitability of the product lines, applications, services of the Division;
- Explore new business opportunities through alliances and agreements;
- Prepare and conduct negotiations for complex and high impact strategic agreements and contracts, with the CDG Core Dx management and the different participants involved in the negotiation.

Marketing Management

- Validate the specifications of the new products, follow the development and organization of the launches and promotion, manage the priorities and the financial follow-up of the projects;
- Pilot with the R & D and PMO managements the planning of new projects;
- Follow the realization of the marketing plan of the portfolio, from design to launch operations: product development, market research, communication, sales support ...;
- Develop and supervise the financial follow-up of the department and manage the budgets.

Management

- Develop its employees, in line with the company's strategy;
- Set individual objectives and evaluate their achievement;
- Communicate the objectives and strategy of the CDG Leadership team, and transmit the information necessary to achieve objectives of CDG;
- Ensure the definition and implementation of action plans, their monitoring and control.

Your profile

- Scientific and business education ideally with an experience within the immunohematology IVD business;
- University degree in biotechnology, engineering, biochemistry, biology... Immunohematology experience is a plus. MBA is preferred;
- Minimum 10 years experience in International Business position in the IVD Industry, ideally with a strong Marketing acumen. Marketing experience in Immunohematology is a plus;
- Minimum 5 years leadership position in an international environment;
- Strategic thinking with ability to work in an international matrix organization;
- Strong analytical skills with ability to manage complex subject in a constantly changing world;
- Able to take decision and drive actions in a changing and ambiguous environment;
- Strong people focus with willingness, capability and interest to develop teams to drive excellence;
- Strong team player with a clear "Do it" positive attitude is highly expected;
- Ready to face important challenges and to help the Leadership team to lead an ambitious change process. Customer focus and at ease with interactions with International KOLs, Senior leaders, business partners;
- With strong autonomy she/he will be able to drive his team creating a trustful environment;
- Fluent in English. French and / or German will be a plus.

Our company is involved in the supply of high-quality products and services intended for diagnostic laboratories. Independence, innovation and commitment are the fundamental values that permeate our company culture, as well as a strong orientation towards our customers and a multicultural environment.

If you feel attracted to this unique opportunity and you would like to take on new challenges, we would like to get to know you. Please forward your complete application (application letter, CV, copies of work certificates and diplomas/degrees, etc.) to the address given in the advertisement.

Bio-Rad Laboratories

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Human Resources
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www.bio-rad.com/careers