

TECHNIDATA IS RECRUITING A MARKETING MANAGER (H/F)

COMPANY

TECHNIDATA is a leading, French software company specialized in software solutions for in vitro diagnostics and the clinical laboratory and certified to ISO 9001 and 13485.

With over 40 years of experience and knowledge in the area of laboratory organization and management, TECHNIDATA provides the development, installation and maintenance of its software solutions.

With over 700 customers in the world, we employ over 200 people in 6 subsidiaries in Europe, North America and Asia.

As to support our continued growth worldwide, we are recruiting a Global Marketing Manager.

POSITION

- Reporting to the Head of Business Development & Marketing, in a 10 people team, you have the following objectives :
 - Identify priorities, needs and market developments focusing on: Lab Automation, Business Intelligence, Big Data, Interoperability, New Technologies ...
 - Develop our presence and product offerings and services;
 - Participate in the strategy in defining our product line ;
 - Support our subsidiaries and partners including responding to customer tenders ;
 - Define and enhance the Value Proposition and how products and services need to evolve according to business plans: ROI, Sales Forecast, Turnover and Profitability,
 - Carry out comparative market analysis (solutions, competitors, features ...);
 - Prepare the description and launch of new products & services ;
 - Ensure the role of advisor and promotor for new products to our distributors, business partners and customers;
 - Carry out demonstrations and presentations ;
 - Ensure vigilance in the regulatory compliance in the domain relative to the product in coordination with subsidiaries, distributors and international organizations ;
- Contract begins with an extensive training program on our comprehensive portfolio of Lab Informatics Solutions ;
- CDI – Full time, Permanent contract
- Position based in Montbonnot, France (near Grenoble) with international travel
- Salary depending on profile and experience

CANDIDATE

- International experience in Lab. Informatics, Lab Automation, Lab Workflow or eHealth,
- Masters, and at least 5 years of work experience in a similar position,
- Proactive, dynamic, rigorous and organized, your open-mindedness and creativity will allow you to meet customer needs.
- Writing ability and interpersonal skills are essential to succeed in this role.
- Full professional proficiency (native or bilingual) in English