



Product Manager, Scanners

Job Description

The Company

Aperio is the leading provider of digital pathology solutions in hospital and reference labs, academic medical centers, and biopharma institutions across the world. Today, our affordable and complete product portfolio is proven to lower costs, increase efficiencies, and enhance workflow in labs everywhere. Our comprehensive product line features our ScanScope® scanners, Spectrum™ image management (PACS) software, SecondSlide™ slide sharing service for pathology, and image analysis tools and services.

Aperio's products are FDA cleared for specific clinical applications, and are intended for research and education use for other applications. For clearance updates and more information please visit www.aperio.com.

Summary:

The Product Manager, Scanners will be responsible for Aperio's ScanScope scanners and IT product lines across all markets – clinical, education, research and biopharma. This position reports to the Director of Product Management.

As Product Manager, you will guide a team that is charged with a product line contribution as a business unit. This extends from increasing the profitability of existing products to developing new products for the company. You will build products from existing ideas, and help to develop new ideas based on your industry experience and your contact with customers and prospects. You must possess a unique blend of business and technical savvy; a big-picture vision, and the drive to make that vision a reality. You must enjoy spending time in the market to understand the problems, and find innovative solutions for the broader market.

You must be able to communicate with all areas of the company. You will work with an engineering counterpart to define product release requirements. You will work with marketing communications to define the go-to-market strategy, understand the product positioning, key benefits, and target customer. You will also serve as the internal and external evangelist for your product offering, working with the sales channel and key customers.

Major Responsibilities:

- Manage the entire product line life cycle from strategic planning to tactical activities.
- Be an expert about your products and act as a leader within the company.
- Identify market opportunities, define business cases and establish the product strategy and roadmap.
- Specify market requirements for current and future products by conducting market research supported by on-going visits to customers and non-customers – define marketing and product requirement documents with prioritized features and corresponding justification.
- Assess partnership and licensing opportunities and manage third party relationships.
- Drive a product development and launch across teams (primarily Development/Engineering, and Marketing Communications).
- Run beta and pilot programs with early-stage products.
- Develop and implement a company-wide go-to-market plan, working with all departments to execute.
- Know your business and communicate your business analysis periodically to upper management.
- Represent the company at conferences and trade shows.

Qualifications:

- Product management experience with responsibilities spanning inbound product management and product marketing Solid understanding of product management processes.
- Must be a very capable communicator and be comfortable working with a wide variety of corporate executives, sales, marketing, engineering, operations, customers and business partner.



- Proven teamwork and people management skills; excellent interpersonal, written and oral communication skills.
- Able to work effectively in a collaborative environment in cross-functional teams, contribute solutions, and remain flexible in a fast-paced and changing environment.
- Business focus with strong technical background; well developed analytical skills; excellent project management skills.
- Ability to formulate business plans, marketing and products requirement documents and product launch plans.
- Experience in human factors analysis (e.g. workflow analysis, storyboarding) is a plus.
- Willing to spend a significant amount of his/her time in the field (up to approx. 35% international travel), developing close relationships with customers and identifying market needs and trends.
- High energy and self motivate.

Requirements:

- BS/BA in marketing, life science or engineering (MBA desirable)
- Optics background desirable
- IT and hardware background desirable
- Lab experience desirable
- 5+ years product management experience, preferable for imaging products and/or medical devices in the health care industry.

Location and type:

Full-time employment in Vista, California

Compensation and benefits:

Aperio pays our great people salaries commensurate with market value, and provides full benefits including health benefits and a 401(k) plan. All Aperio employees participate in our stock option plan.

Contact

Aperio is committed to attracting and retaining the most highly qualified candidates available. As an Aperio employee you will be consistently challenged to deliver your best. Because we provide our customers the best technologies and service in the industry, you will constantly develop new skills, learn new products, and be involved in activities that are highly valued in the marketplace. At Aperio, we value our customers as partners, and therefore strive to deliver excellence in everything we do. If you are ready for this challenge, contact us by sending your resume to jobs@aperio.com. Please include the position title.