



ASSOCIATE PRODUCT MANAGER

The Company

Zimmer Holdings Inc has been a worldwide leader in orthopedics for over 80 years. Approximately 8,500 people are at work today at Zimmer all around the world. Zimmer's commitment is to provide effective, creative solutions to the needs of orthopedic surgeons, who restore mobility and relieve the pain of arthritis and traumatic injuries. Their hip and knee joint replacement systems and their wide range of related products and services make them valuable partners to health care providers in 100 countries.

Zimmer Canada has been an important member of the orthopedic community in Canada for more than 35 years. Always a leader in providing quality and innovative products to people suffering from arthritis, Zimmer Canada is proud of its long history in Canada. The Marketing function is currently seeking an Associate Product Manager – Hips to support planned growth in this important area.

The Opportunity

Reporting to the Product Manager, you will be responsible for assisting the development and execution of comprehensive marketing plans, programs and budgets to meet company sales and profit objectives and optimize market opportunities.

Key Responsibilities

- Assist in the formulation of marketing strategies and tactical execution including pricing, selection or market segments for special emphasis, promotional and advertising support of sales, and specifying the necessary product characteristics.
- Assist in regular review of markets and products to identify promising opportunities for creating separate product businesses and specialized professional areas.
- Participates in conventions and professional exhibitions to maintain company image and remain aware of product requirements and new market opportunities.
- Assist in preparation of long range, annual, quarterly, and monthly forecasts for each product line. Analyzes forecasts variances and recommends corrective actions to minimize future back orders or potential obsolescence. Reviews forecast for product requirements and originates plans and objectives to continually be competitive with or ahead of market needs.
- Develops and maintains product line technical expertise and contacts with key surgeons and customers of product responsibility by observing surgery, attending medical/scientific meetings, presentations, and seminars while gathering competitive information.
- Develops and manages assigned budgets for administration and marketing activities of the products that are assigned to this responsibility.
- Analyzes budget variances and recommends corrective actions.



- Assists Product Manager in determining list pricing for all assigned products via thorough competitive analysis, market trends, etc.
- Helps support market research activities to analyze and identify market needs and issues. Aids in evaluating existing product lines in light of those changes and works with Product Manager to develop line simplification strategies when appropriate.
- Helps coordinate and direct conversion and upgrade opportunities in customer accounts. This can include placement, removal, maintenance, and in-service product.

Education, Experience and Technical Skills

- MBA or Bachelors degree in business or marketing and 2-5 years of product/marketing management or sales experience (preferably in medical devices)
- Some experience in the discipline of product management and marketing sciences
- Proficient in Microsoft Office Suite

Required Soft Skills & Competencies

- **Communication:** Ability to communicate both orally and in written form in a clear and concise manner. Demonstrates excellent presentation skills
- **Problem Solving:** Can identify potential issues and can recommend and act upon appropriate solutions
- **Leadership:** Achieves extraordinary business results through people.
- **Interpersonal Skills:** Ability to guide, influence and convince others, in particular, colleagues in other areas and external customers/agencies
- **Goal Orientation:** Energizes all levels of the organization to deliver on business goals and objectives
- General knowledge of the medical device business and of the orthopedic market

Base salary will be commensurate with experience plus a bonus opportunity based on performance based metrics. A company car is also included. The company offers a comprehensive employee benefit program along with a Defined Contribution Pension Plan and Employee Stock Purchase Plan. The hiring process will move very quickly. If you are interested in this challenging position with opportunity for growth with an industry leader, please apply on line in strict confidence and you will be contacted *immediately* if your background closely matches the requirements as stipulated in this posting. We thank all for applying.

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