

Marketing Director

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Company: Werfen

Location: Ciudad de México

Category: other-general

Country Mexico About the Position Objective This position supports, reviews and monitors the design and execution of the Marketing plans prepared by the Business Unit Managers (BUM), in accordance with the company's general strategies. Works together with the sales teams in the achievement of sales and commercial objectives. Develop and implement communications plan according the global strategies. Manage the marketing budget. Accountabilities Directs the strategies and objectives defined by the BUMs for each of the Business Units. Keeps the General Director informed of the evolution of the different BUs, including threats and market opportunities. In collaboration with the BUM's, guarantees that all products / services launched are carried out under the same pattern, maintaining a clear message of value proposition to our customers. Ensures the alignment of BU Marketing actions with the company's strategic objectives. Fosters the search for new business opportunities by the BUMs. Advises the fulfillment of the requirements of quality systems; procedures, audits, corrective actions, etc. Participates in the preparation of the Budget and is jointly responsible for its achievement, monitoring the P&L by BU. Define in concordance with finance, the marketing budgets of each BU. Collaborates in the definition of the different promotional activities together with the head of sales and BUM's. Ensures a correct level of training of the different members of the BU and commercial. In addition, it ensures that customer training is done under the same protocol and homogeneous level of information. Maintains a fluid relationship with the different opinion leaders, conducts visits to clients and encourages collaboration agreements, in coordination with the commercial force and BUM's. Actively works to improve the profitability of the company, seeking to

improve sales margins and optimize scrap, CI, Demos and travel expenses. Ensures through the BUM's the profitability of the installed base of fixed assets

Minimum Knowledge & Experience required for the position: Bachelor's degree in marketing, business administration, economics, engineering, finance, chemist or biomedical sciences. MBA is preferred. Proven track record of at least 5 years in marketing leadership roles within the healthcare or diagnostics industry

Business management and business acumen. Strong strategic thinking and problem-solving abilities. Excellent communication, interpersonal, and presentation skills.

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