



Product Manager

[Insight Medical Systems](#) Austin, Texas Metropolitan Area

About the job

Insight Medical Systems is a medical device company that develops wearable augmented reality-based tools to help surgeons perform orthopedic procedures. We're upending the market by replacing large, expensive capital equipment with our miniaturized system. The product manager position is an opportunity to take a lead role in launching an innovative technology and grow in a fast-paced small company. The product manager will be responsible for all Insight marketing activities.

Job Responsibilities:

- Manage website and social media content
- Generate marketing collateral such as training videos, tradeshow materials, product brochures, and advertisements
- Assist distributors in obtaining hospital approvals
- Train distributors, sales reps, and medical staff on use of Insight's products
- Provide support for new users by attending surgeries as product expert
- Collect and interpret user needs for system enhancements and modifications
- Act as internal marketing reviewer for new products and revisions to existing products
- Monitor competitive landscape and provide market analysis
- Coordinate customer and sales meetings
- Work with team members to ensure product quality and adherence to company procedures and external regulations

Job Requirements:

Required:

- Bachelor's degree
- Minimum 3 years of experience in a marketing role
- Experience in the medical field or medical device industry
- Strong communication and interpersonal skills
- Willingness and aptitude to build expertise in technical products and procedures
- Availability for travel as needed to support product launch and surgeon onboarding
- Creativity and passion to develop and execute a marketing strategy for a novel technology

Preferred:

- 5 years of marketing experience
- Orthopedics experience
- Operating room experience
- Computer-assisted surgery experience

Insight offers a competitive benefits package including health insurance, dental and 401(k). If you're ambitious and want to develop exciting products that have a positive impact on people's lives, we want to hear from you.

To apply, please email a cover letter and resume to info@insightmedsys.com