

## Product Manager - Hospital

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Company: Adecco

Location: mumbai

Category: other-general

Greetings from Adecco India!!!

We are in the screening process for Marketing professionals for Leading Healthcare Company.

Company: Leading Healthcare Company

Location: Mumbai

Position: Sr. Manager Product

Job Responsibilities:

Effectively manage the company brand and handle related communications, both internal & external.

Review & finalize COE of MM activities, required budget & expenditure, and expected ROI for each activity.

Conduct & co-ordinate effective & field-relevant CMEs/RTMs, KOL Lab Visits, Centre Head Visits, etc.

Efficient documentation & reporting on various marketing activities & sales data analysis.

Oversee preparation, quality & accuracy of scientific guides & presentations for doctors & sales team.

Collate current & relevant medical information to analyses & identify value of medico marketing initiatives.

Analyze market trends, competitors & customer insights through regular research, fieldwork & KOL visits and introduce process innovations through effective change management, e.g. Salesforce Effectiveness tracker.

Co-ordinate with the concerned Centre Heads and Zonal Managers to help improve Centre performance.

Qualifications & Pre-Requisites:

Post - Graduate Degree - Management / MBA in Marketing; Graduate - B.Com / BCA / IT / B.Pharm. / B.Sc.

10 - 20 years of relevant experience in the advert field – Marketing / Medico Marketing

Interested candidates can share your updated resume on [swati.gupta2@adecco.com](mailto:swati.gupta2@adecco.com) in Word/PDF form, with Current salary details.

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