

Company: Sigma-Aldrich Corporation
Title: Manager, Market Segment Regenerative Medicine
Req Number: sial-00008342
Location(s): St. Louis, Missouri

About Sigma-Aldrich: Sigma-Aldrich is a leading Life Science and High Technology company. Its chemical, biochemical and life science products and kits are used in scientific research, including genomic and proteomic research, biotechnology, pharmaceutical development and as key components in pharmaceutical, diagnostic and other high technology manufacturing. The Company has customers in life science companies, university and government institutions, hospitals, and in industry. Over one million scientists and technologists use its products. Sigma-Aldrich operates in 38 countries and has 7,900 employees providing excellent service worldwide. Sigma-Aldrich is committed to Accelerating Customer Success through Innovation and Leadership in Life Science, High Technology and Service. For more information about Sigma-Aldrich, please visit its award-winning Web site at <http://www.sigma-aldrich.com>.

Sigma-Aldrich is actively recruiting for a Market Segment Manager responsible for the development and execution of a marketing plan for its Regenerative Medicine and specifically for Stem Cell Biology research initiative. This position will be based in St. Louis, MO. Detailed requirements for this position are as follows.

Establish and drive the commercial direction of Sigma-Aldrich's Regenerative Medicine Initiative. Provide leadership to the commercial marketing team (comprised of Market Segment Managers, Product Managers and Product Specialists) to enable them to develop and launch new products, manage the life cycle of existing products, develop and execute global marketing plans, and establish/achieve sales goals. Foster an environment that develops the talents of employees and delivers value to customers and stockholders. Manage assigned product lines globally to drive sales revenue through management of complete product life cycle using appropriate marketing channels (Global field sales, internet, direct, OEM, and custom). Responsible for the process of design/specification of new products and maintenance, enhancement of existing products in the product line(s), Ownership of the marketing mix (4 P's) of assigned product lines. Grow market share through input and analysis of VOC, market data, literature/collateral development, and other data points available. Interact with Strategic/BD and R&D in the technology transfer process to enable successful product development and product launches. Manage and track accurate product line forecasting and revenue budgets as assigned. Coordinate with sales development managers to ensure successful field sales training, material and other support requirements to achieve sales budgets. Plan and manage the execution of assigned marketing campaigns and other promotional/marketing activities in a timely manner. Support group's efforts as assigned to meet department, business unit, and company objectives. Other duties as maybe assigned.

ESSENTIAL JOB FUNCTIONS

Manage the development of assigned product lines global sales forecast and drive all elements (tactical, sales and support) to achieve the revenue forecast.

Involved as appropriate and assigned in new product ideation process, technology development and establish commercial priorities for product lines.

Direct the development of global sales forecast and drive all elements (voice of the customer strategic positioning, tactical, sales and support) for assigned product lines to achieve the sales forecast. Responsible to manage and drive the marketing mix (4 P's) of all products assigned.

Lead the new product commercialization process and establish all commercial priorities in order to meet revenue goals

As assigned, work with Commercial Business Development to license/acquire those technologies if within a 12 to 18 month revenue capabilities window. Work with Strategic/BD on longer term prospects as needed to evaluate and confirm commercialization prospects.

Rationalize existing products through sanitation, consolidation, margin and price optimization.

Develop and execute a global product line promotional plan, plan and budget the resources necessary to achieve the plan, and over see all aspects of the promotional process to ensure the success of the campaigns.

Work with assigned personnel (if any) to create development plan and manage appropriately to achieve directed goals

As needed conduct field sales support, travel and training in coordination with various training depts.

Support as requested SIGMA's internet site and external online channels such as google key word.

BASIC QUALIFICATIONS

Education: Education: B.S. preferably in a Life Science discipline is required, advanced degree such as MBA or demonstrated course work towards an advance degree a plus.

Experience:

5+ years experience in marketing, tactical marketing, sales or some combination thereof. Management experience required within the Regenerative Medicine and Stem Cell Research Industry.

Demonstrated leadership and ability to motivate subordinates to achieve assigned goals
Demonstrated and evaluated public speaking ability with a focus on sales training and/or marketing presentations (face to face and webX)

Demonstrated high level of competence and success with field sales travel work with and tradeshow activities when assigned.

Proven leadership skills demonstrated through involvement in special committees, PDSA's or corp account strategy groups.

Understanding of key competitors within the Regenerative Medicine research market in the functional area currently working

Some combination of the above may be acceptable.

Essential and Critical Skills:

Essential: Ability to engage a global field sales and implement marketing activities to drive and achieve revenue growth targets of assigned product lines.

Critical: '

Understanding of the principles and techniques used in stem cell biology research in general.

Understanding of the market dynamics within the life science research market in general and of assigned area of responsibility in particular

Provide supervision and leadership if assigned to lead a marketing team.

Direct the development of global sales forecast and drive all elements (voice of the customer strategic positioning, tactical, sales and support) of the initiative to achieve the sales forecast.

Responsible to manage and drive the marketing mix (4 P's) of all products assigned.

Lead the development and execution of the commercial marketing for assigned area.

Lead the new product commercialization process and establish all commercial priorities in order

to meet revenue goals

Work with Commercial Business Development to license/acquire those technologies if within a 12 to 18 month revenue capabilities window. Work with Strategic/BD on longer term prospects as needed to evaluate and confirm commercialization prospects.

Direct the marketing team to rationalize existing products through sanitation, consolidation, margin and price optimization.

If managing a team, lead the effort in the creation of a global promotional plan, budget the resources necessary to achieve the plan, and over see all aspects of the promotional process to ensure the success of the campaigns.

Technical expertise sufficient to allow for the evaluation of new technologies.

Extensive understanding of the selling process and customer dynamics, direct sales experience highly desirable.

Experience in generating promotional plans and execution of same.

Proven ability to communicate with customers, both internally and externally, at many different levels of the organization.

Proven leadership capabilities with the ability to mentor and train more junior employees.

Ability to meet revenue forecasts and capture market share

Good oral and written communication skills including marketing campaign material development

Good interpersonal skills in a competitive environment

Demonstrated successful travel in support of field activities such as trade shows, seminars, rep workwiths.

If in a lead position, work with team members to create individualized development plans

ADDITIONAL LOCAL NEEDS:

Must be able to travel 25-30% of time, some international travel required.

Sigma-Aldrich offers a highly motivational and rewarding working environment with attractive salary, benefits, retirement, relocation and incentive packages including tuition reimbursement. Sigma-Aldrich fosters the growth of employees in a culture of respect and dignity with ample opportunity for career advancement.

Sigma-Aldrich is an Equal Opportunity Employer

5+ years experience in marketing, tactical marketing, sales or some combination thereof.

Experience must include 1-3 years sales experience. Management experience required

Demonstrated leadership and ability to motivate subordinates to achieve assigned goals
Demonstrated and evaluated public speaking ability with a focus on sales training and/or marketing presentations (face to face and webX)

Demonstrated high level of competence and success with field sales travel work with and tradeshow activities when assigned.

Proven leadership skills demonstrated through involvement in special committees, PDSA's or corp account strategy groups.

Understanding of key competitors within the life science market in the functional area currently working

Some combination of the above may be acceptable.