



2015 Philips Korea Recruiting

1. Job Title: Marketing Leader

2. Description

Sector	Health Systems
Job Title	Marketing Leader
Korean Title	Bujang - Easa
Function	Marketing
Location	Seoul, Korea
Role Summary	The Marketing Leader ensures that each individual market can fully exploit the sales and profit potential of iS, PCMS and CS Business. The primary responsibility of the Strategic planning and Marketing Manager is to understand and anticipate customers' needs and strategically develop and execute plan to achieve company's goal.
Key Areas of Responsibilities	<ul style="list-style-type: none">• Collaborate across markets and BGs to leverage market solutions• Generate leads in new and existing markets and Manage local market events to deliver high ROI• Take ownership to drive BMC AOP (Business & Market Combination Annual Operation Plan) Process for marketing plan• Manage and drive campaigns in respective geographies to promote products and solutions• Gather local market and customer insights, and feed information back to BIU/BG Marketing• Support Product Managers in the launch/introduction of new solutions and enhancements developed by the BG to the local market• Manage local market events to deliver high ROI• Identify, and manage relationships with local stakeholders• Drive BMC business planning, in coordination with finance• Support Product Managers (PMs) in setting and adjusting local prices to maximize value capture
Qualifications & Requirements	<ul style="list-style-type: none">• Bachelor's degree in relevant field; MBA preferred• 10 ~ years in marketing, sales, product development, or related field• Experience in high-tech, healthcare/med-tech solutions businesses• Experience in healthcare industry will be plus. Or/And understanding of B2B and B2C business management will be helpful• Ability to establish and maintain desirable relationship with customers and business partners while being always in compliance with Philips business ethics• Ability to negotiate at channel partner C-level• Channel P&L responsibility• Strategic omni channel mix• Fluent written and verbal English skill
Desired characteristics	<ul style="list-style-type: none">• Understand of B2B and B2C business, especially healthcare business.• Deep understand about P/L management, marketing, business development and business planning.• Competitive and entrepreneurial mind-set to drive sales growth in new and existing markets - ability to identify local opportunities, interact with decision makers and provide highest-quality leads as a result• Positive outlook and ability to turn around unsuccessful lead qualification and maintain high motivation in sales force organization• Proven communication skills and ability to influence colleagues and customers• Collaborative mindset to work with cross-section of sales, marketing, and analytics resources to develop solution-oriented sales development programs.• Ability to collect and synthesize local market trends and competitive intelligence into actionable input for the BIU/BG marketing teams