



2015 Philips Korea Recruiting

1. Job Title: Marketing Manager

2. Description

Sector	Health Systems
Job Title	Marketing Manager
Korean Title	Chajang - Bujang
Function	Marketing
Location	Seoul, Korea
Role Summary	<p>The Marketing Manager ensures that each individual market can fully exploit the sales and profit potential of the Business Innovation Units' (BIU) products/solutions for US (Ultrasound) and AMI (Advanced Molecular Imaging). The primary responsibility of the marketing manager is to understand and anticipate customers' needs and strategically position products/solutions to generate leads for the field (M2O). He/she enables the BIUs to act on market specific customer insights and competitor strategies as inputs into product/solutions' roadmap (features and economic benefits).</p>
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• Experience in Marketing, Marcom marketing, sales, product management, or related field (Over 7~ 10 years)• Experience within working in an international matrix organization• And Experience in healthcare, or strong B2B & B2C (including high-tech solutions) business management• Interpersonal, communications skills• Fluent in English, verbal and written
Desired characteristics	<ul style="list-style-type: none">• 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