

# limbs&things

- JOB DESCRIPTION -



**JOB TITLE:** Head of Product Management  
**DEPT:** Product Management Department

## ABOUT

The Head of Product Management's primary responsibility is to successfully lead from the front, both managing and taking accountability for the Company's Product Management function.

They are responsible for creating, defining, and delivering the overarching product strategy for the development of L&T products within a 5-year horizon, for NPD and re-engineered products. All in line with business ambitions, changing medical and evolving technical landscapes: creating a clear brief for R&D to deliver NPD.

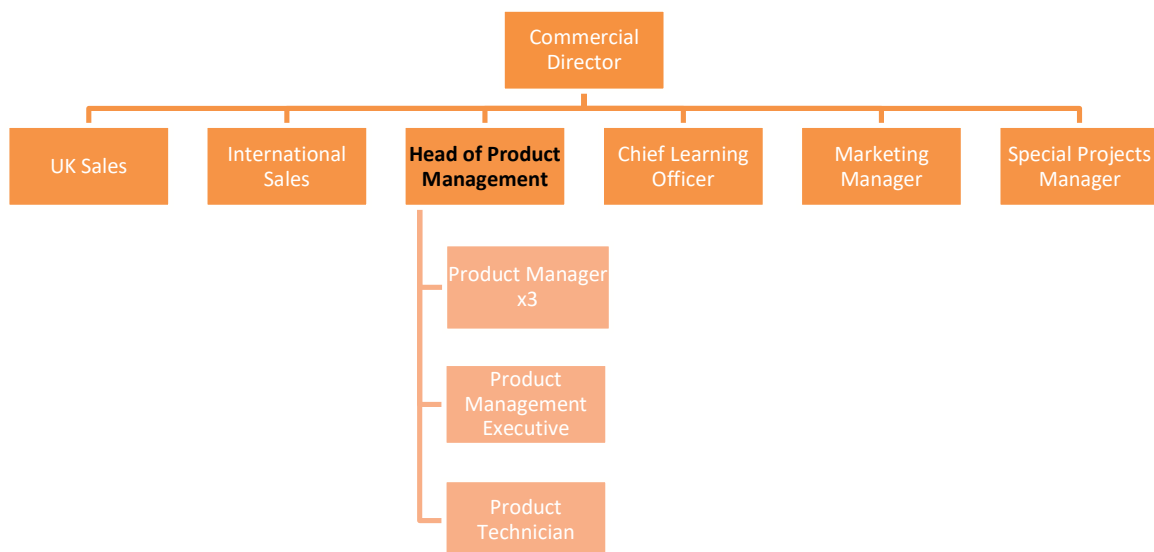
The role holder is responsible for L&T's and factored (third party) existing and future product ranges, throughout all stages of the product lifecycle from opportunity analysis, customer needs, prototype evaluations with customers, and launch, through to the ongoing management and evolution of the products.

The role requires close collaboration with the senior leadership team, sales, marketing, research and development, quality assurance and manufacturing to ensure effective delivery and support of products, customer satisfaction and that sales targets are met.

## PRODUCT MANAGEMENT'S CONTRIBUTION TO LIMBS & THINGS' BUSINESS PLAN

The Product Management Department is responsible for the L&T product portfolio. From cradle to grave it manages the ideas for new products through to analysis of product performance and recommendations for changes based on medical curriculum and clinical needs. New product development is at the heart of the business, and it all starts and finishes with this team and leads to improved patient outcomes.

## ORGANISATION CHART



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## MAIN ACCOUNTABILITIES

- Develop and manage the strategic 5-year NPD roadmap for and financial performance of the Company's product portfolio.
- Develop and manage the Product Management team, providing support, leadership, and guidance for the product ranges under their responsibility.
- Responsibility and management for a defined set of product categories
- Is an expert in simulationist needs, developing relationships and on-going conversations with KOLs and stakeholders across the globe, with excellent market knowledge and the aim of inclusion of L&T products into curriculums.
- Gather market data to support new product ideas for distribution or product development.
- Be the voice of the customer, always ensuring product requirements & specifications are derived from users' needs.
- Evaluate customers' needs for the inclusion of appropriate technology into the L&T range.
- Draw insights from regional sales trends, competitor analyses and customer feedback to identify points of difference to develop compelling value propositions for new and existing products and ensure that products are effectively positioned in the market (features, benefits, and price).
- Manage the development of launch plans to ensure smooth commercialisation of products to the sales team, distributors, and the market.
- Create, develop, and maintain an up-to-date suite of training material for the Company's products and deliver it to a varied audience (both internal and external) as and when required.
- Provide product support to the sales teams, service teams, distributors, and customers on the use of products when appropriate including delivery of clinical arguments and supporting data as appropriate, including handling of objections and FAQs.
- Develop high-impact sales tools such as white papers, presentations, and case studies.
- Attend industry functions, association events and conferences, and provide informative feedback on market activity.
- Identify and evaluate potential new factored products/partners for distribution within L&T sales teams.
- Drive strategic product planning meetings, plans from "blue sky meetings" through to grounded research and implementation across the Company.
- Attend relevant product development meetings and support monthly reporting and analysis.

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## TECHNICAL KNOWLEDGE & EXPERIENCE

### ESSENTIAL

- Healthcare / medical industry background or clinical qualification.
- MBA, Bachelor's degree, business, or Life Science degree or equivalent.
- 5 years' experience (or more) in Product Management.
- Sound people management skills, minimum 3 years' experience of successfully managing a small team.
- Strong analytical skills.
- Has consistent track record of successfully launching NPD projects and ensuring product ranges are relevant and valued by customers.
- Must be proficient in MS Word and the MS Excel analytical tools. Must also demonstrate expertise in the use of PowerPoint to create engaging content for presentations required to deliver to other departmental heads and directors.

### DESIRABLE

- Understanding of UK and International medical simulation markets
- Experience in a manufacturing arena (creating physical products)
- Conversant in the use of technology with physical products, e.g., apps.

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## **SKILLS AND COMPETENCES**

### **DECISION MAKING/FREEDOM TO ACT:**

The Head of Product Management (HoPM) is responsible for making decisions within the Product Management function, they are highly proactive in all operational matters and manage complex issues to resolution. HoPM decisions will have an impact across own department/function and possibly across other functions, and the level of service provided to customers. A significant judgment, specifically in addressing the most complex of issues, is an essential competency. Success or failure will potentially have a long-term impact and therefore carries a level of risk

### **COMPLEX/PROBLEM SOLVING**

The HoPM contributes to the overall long-term business strategy/plan, identifying challenges as they relate to their specialism. They champion and encourage creativity, originality and innovation across their department or area of expertise. HoPM initiates and drives opportunities for innovative approaches, either through own activities or through the teams, and oversees the execution of this. HoPM will have a capacity to deal with complex issues, good problem-solving skills and a tolerance of ambiguity are considered essential and able to deal with a high level of technical or volume related complexity

### **RESOURCE MANAGEMENT**

The HoPM is accountable for the delivery of revenue targets and/or budgetary/cost management responsibility. The role holder will define and oversee resourcing needs for the department including people, department-specific resources such as materials, equipment, third-party contracts, and a resource management decision will often play out over a long-term timeframe and the quality of those decisions often have a material impact on the success of the Company.

### **INTERFACES**

HoPM diplomacy, tact and the ability to engage effectively with senior management/cross-functional peers and the ability to take others with them on the journey are essential qualities. The role holder promotes a culture of collaborative working within their teams and across the organisation, requiring considerable personal credibility and the ability to influence across all levels, as well as with high-profile stakeholders, partners, and suppliers.

### **EXPERTISE**

The HoPM has a broad knowledge of functional area and/or products plus broad-based commercial knowledge, business insight and understanding of a range of disciplines and operational practices. Typically, experience will have been gained over 5 years' plus for role holders at this level. Alternatively, or possibly also, significant depth of experience and knowledge in one specialist area giving rise to lead responsibility for that activity across the business and likely to be in the early stages of building an external profile as a thought-leader for functional expertise.

### **COMMUNICATION**

Excellent communication skills are a must for this role. As a supervisory position, communication must be effective down the line to ensure the proper execution of the roles/functions in all junior positions. Additionally, the HoPM is expected to collaborate with other departmental heads in the performance of their intertwining duties. The HoPM will also be required to regularly make presentations to other main stakeholders. HoPM must instill and maintain a culture within the team that promotes consistent and timely information out to internal customers, subsidiaries, and external partners.

### **DEVELOPING PEOPLE**

Developing the people on your team, creating an environment that helps them succeed, and improving the effectiveness of the product management function in the business. Be able to set clear expectations and agree on specific, measurable, and outcome-based goals. Help to remove impediments the team members face and

act as an escalation partner for problems the individual product people cannot solve. Help the people on your team continuously improve their way of working.

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JOB HOLDER NAME:

SIGNED:

DATE: