

Product Line Manager

Opsens (TSX: OPS) is currently seeking an experienced, bilingual, highly motivated by high technologies with a solid technical background individual to join its team as Product Line Manager. The PLM will be interacting with internal/external business partners, sales and customers as well as internal marketing and R&D teams.

The role

The main responsibility of the PLM will be to determine and develop the process required to achieve the customer requirements adequately and profitably on new products.

Responsibilities

Product Management

- Work closely with sales, marketing, R&D and customers to influence the overall product roadmap strategy;
- Gather technology and product customer needs as well as improvement opportunities to align OpSens' current products selection and future products development;
- Develop product concepts;
- Manage products lifecycle;
- Oversee custom products development;
- *OptoMonitor & Guidewire:*
 - o Provide technical support to the Sales force such as during installs;
 - o Prioritize customers demands and issues;
 - o Establish a direct link with the sales force, distributors and customers to provide the solutions developed by R&D.
- Identify and develop new business opportunities and potential customers, devising strategies to capture identified opportunities, preparing solicited and unsolicited proposals, and verifying cost estimates;
- Develop business cases for new and existing product development/improvement/evolution;
- Maintain close liaison with existing customers to promote customer satisfaction and foster new business opportunities.

Marketing

- Coordinate with the EMEA sales team to open business development dialogs with key strategic customers. A key focus is to engage in collaborative discussion to determine key operational challenges and define how OpSens' technologies can solve these challenges;
- Understand customer business metrics and how customer processes influence the achievement of those metrics;
- Provide competitive intelligence – feature set, roadmap, pricing information to marketing and sales teams;
- Identify and attend tradeshow and other business functions to keep abreast of developments in the marketplace and to find potential new business opportunities;
- Create an effective annual business plan that directly supports the strategic and financial goals of the business;
- Report on business opportunities in target markets;
- Plan, develop and work with the marketing communications team on the execution and sustainment for all elements of go-to-market initiatives including: product launches, market research & analysis, outbound messaging, value propositions, differentiation and thought-leadership communications activity;



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- Identify potential third-party partnerships and licensing opportunities;

To accomplish his tasks, the candidate should:

- Be aware of the business value of OpSens' technologies and the associated customer usage and procedures;
- Have developed strong working knowledge of Optical sensors and measurement applications;
- Have developed working knowledge of medical field and applications;

Requirements

- Bachelor's Degree in engineering / physics or equivalent;
- Minimum of 5 years of relevant technical experience in high technology industries, with a background in product management and/or business development;
- Strong knowledge in optic sensors' technologies is highly recommended;
- Excellent written and verbal communication skills in French and English. Other languages are considered an asset;
- Excellent leadership and communication skills, strong business acumen and collaborative skills with internal/external partners and customers;
- Autonomous, well organized, and results-oriented;
- Operates with a high degree of professionalism;
- Demonstrates strong judgment and analytical skill;
- Shows initiative and innovative problem solver;
- Travelling: This position requires to travel about 15% of the time.