



**Job Title: Director, Global Marketing**

**Job Summary:** The Director, Global Marketing is responsible for planning and implementing global marketing and product development strategies. Successfully launching new products while engaging with key customers, partners and the Dynex sales and service teams are also key aspects of the Director, Global Marketing role.

**Necessary Experience:**

Marketing Clinical Systems in IVD Industry  
New Product Development  
New Market Development  
Launching New Products  
Sales and Service Support  
Strategic Planning

**Essential Functions:**

For both short- and long-range strategies and programs, targeted toward existing and new markets, the Director, Global Marketing will perform the following duties personally or through subordinates. Develop and implement strategic global marketing plans. These include business development strategies, partner/collaborator planning and engagement programs, and country-specific marketing plans to achieve corporate objectives. Create, monitor, and report the progress of the global marketing plans against deliverables. Develop and manage marketing operating budgets. Plan and oversee advertising and promotion activities including print, online, electronic media, and direct mail. Develop and recommend product positioning, packaging, and pricing/profit strategies to produce the highest possible long-term market share. Oversee and evaluate market and competitor research and adjusts marketing strategies to meet changing market and competitive conditions. Establish and maintain relationships with industry influencers and key strategic partners. Establish and maintain a consistent corporate image throughout all product lines, promotional materials, and events. Assist other departments within organization to prepare manuals and technical publications. Attend conferences, meetings, and conventions in order to stay current on market trends and new research. Ability to travel globally as needed. Other duties as assigned.

**Supervisory Responsibilities:**

Current team of 2 direct reports. Manage team as department grows.

**Success Factors:**

Results driven. Business acumen and understanding of reimbursement and pricing. Analytical, with the ability to problem solve. Experience in project management. Leadership skills. Communication and presentation skills. Strategic thinker.

**Minimum Qualifications / Education:**

Bachelor's Degree in marketing, communications, business administration or related field, Master's Degree preferred. 7 plus years of extensive global marketing experience in Clinical IVD industry. ELISA IVD marketing or sales experience preferred.

**Computer Skills:** Must be proficient using Microsoft Suite and familiar with CRMs.

**Work Environment:** Office environment; global travel.

**Physical Requirements:** Must be able to meet National Institute for Occupational Safety & Health (NIOSH) Standards.

***Dynex Technologies is an Equal Opportunity Employer and provides medical, dental, life and disability insurance, Section 125, 401(k), flexible schedules, educational assistance and a great work environment!***

Please forward resume including salary requirements to [kbhatia@dynex.com](mailto:kbhatia@dynex.com).

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**\*No Recruiters Please.**

