



Leica Microsystems (Schweiz) AG is part of the international Leica Microsystems group, a world leading company for microscopy and laboratory technology. Since 2005 we are part of the successful American Danaher Group. At our Swiss location in Heerbrugg, we are developing and marketing surgical microscopes for medical applications, as well as, stereo and digital microscopes. The consistent development of our innovative products makes Leica Microsystems a successful, globally active company in a leading market position.

To support our local Marketing Team, we are looking for you!

## Market Manager (m/f)

Your duties are:

- Development of the global marketing strategy (understanding customer requirements in the market segment, monitoring market trends, analyzing competition products and services);
- Creation, execution, and tracking of the marketing plan;
- Joint leadership with the business unit in formulating the value proposition for customers in new product launches and campaigns. Ensuring that the value proposition, working together with the business unit, is transposed into professional marketing documents in a timely manner so that these materials are ready for the launch date and contribute to growth in sales.

Your Profile is:

- Masters or Bachelor degree in marketing or business administration;
- > 7 years experience in marketing and / or product management;
- Experience in leading successful product / system launches in global organizations, as well as analyzing markets and competitors in the B2B environment;
- Proof of the successful introduction of growth-forming marketing activities, as well as the planning and implementation of qualitative / quantitative market research activities;
- Willingness to travel a minimum of 30% ;
- English proficient, German would be an advantage.

Interested ladies and gentlemen, who are willing to work flexibly and independently in a team-oriented matrix organization, please click here:

<https://danaher.taleo.net/careersection/external/jobdetail.ftl?job=MED001353>