



Pessac, February 20, 2020

## **Job Vacancy - Product Manager NGB-R**

### **- Description of the company**

Poietis is a young innovative biotechnology company, specialized in 3D Bioprinting of living tissues. We develop a unique technological platform to design and manufacture bioprinted products for regenerative medicine as well as pre-clinical research and efficacy evaluation of cosmetic products and drug candidates.

The added value of the Poietis platform is to be able to design and manufacture these tissues with high resolution, thus allowing very precise control of the manufacturing process and guaranteeing the reproducibility and reliability of bioprinted tissues.

Our company is a "deep-tech" operating in a rapidly expanding sector worldwide and has recently launched the commercialization of the NGB-R bioprinter, a multimodal system that offers new opportunities for tissue engineering researchers at the preclinical stage.

Within this framework Poietis is looking for a NGB-R Product Manager, position dedicated to supporting the growth of our sales of bioprinting systems dedicated to research.

### **- Main missions**

Reporting to the Business Development Director, you will have the following main missions:

- At the interface between the client and the development teams, you will be in charge of managing the position of the NGB-R platform's product range.

- You will participate :

- 1) in the continuous improvement of the products by analysing the information collected in the field by the Sales Manager and Application Engineers.

- 2) in the development of new products by analysing the competition and ensuring the prioritisation of developments, in conjunction with the Techno team as well as the debugging of new soft releases / bug tracking

- 3) in the development of a line of products and/or services, from their design to their availability on the market. Based on a market analysis (information from the field, external studies) and according to the company's objectives, you will be able to propose a product definition, participate in validations and design product supports (flyers, PPT) as well as marketing action plans.

- 4) in the monitoring of relations with academic collaborators: reference sites and privileged clients.

- You will follow the commercial evolution of NGB-R products by assisting the sales force, and the realization of a marketing/product plan.

- You will ensure the conformity and proper updating of documents related to the products developed and marketed (product sheets, software, manuals, etc.).

- An important attention will be focused on listening to customers, anticipating their needs to create products adapted to market requirements.

At the Communication level :

- You will participate in the deployment of the digital communication strategy, animation and analysis of social networks, "Community Manager" (Facebook, Twitter, LinkedIn, YouTube, Labtube, ...).
- You will be able to animate the company's website via the WordPress CMS with regular updates (FR / AN).

#### **- Profile sought**

This job is directly accessible from level II training (minimum 3 years of higher education), preferably scientific (biology) and with a marketing background. Access to this job is also possible after 3 to 5 years' experience in marketing and/or sales functions. Fluent English is required.

An experience and practical knowledge of at least one bioprinting modality is mandatory. A first experience as Product Manager in scientific/medical instrumentation would be a plus.

Very good interpersonal skills are required, internally but also with external service providers (advertising, design professionals...) and customers.

The activity involves travel of varying frequency, sometimes abroad.

Other expectations :

- Affinity with the start-up and innovation ecosystem
- Autonomy, rigour, inventiveness
- Editorial skills (FR/AN)
- Tools: Use of the LibreOffice suite, CMS management, social networks. Knowledge of graphic creation tools (PPT, Photoshop, InDesign) would be a plus.

Position to be filled in Pessac, France (33600) as soon as possible.

To apply: please send your CV with a motivation letter in electronic format to: [bruno.brisson@poietis.com](mailto:bruno.brisson@poietis.com) indicating the reference "CdP".