

POSITION DESCRIPTION

ORMS Product Manager

FUNCTION

Provides various levels of product management focused on the ORMS product and OR sector, including, but not limited to, the following:

- conduct competitive market research including, but not limited to, review of competitive sales collateral, personnel interviews, and contact with competitor clients
- create competitive advantage scenarios relevant to USA products and services against specific competitor weaknesses. Communicate to and train sales organization
- assist in the design of OR specific marketing programs including advertising, shows, trade seminars, mailings, white papers, press releases, and telemarketing scripts
- assist in the design and creation of sales collateral and related materials
- articulate future development direction with justification in strong business metrics and ROI.
- recommend pricing and forecast sales potential to new and existing client base
- reinforce value of USA product offering as positioned against competitors
- develop add-on product enhancements, focused on industry-leading application
- assist in maintaining/improving KLAS ratings
- participate in OR industry associations, developing contacts and focusing on governmental and payer requirements
- enhance OR product-reporting capabilities with a focus on CxO analytics and revenue stream improvements
- document and prioritize issues and opportunities
- conduct on-site visits to install base
- assist sales organization as OR subject matter expert in all new sales opportunities, securing site visits when appropriate
- support add-on OR sales into the base

Reports to the firm's VP of Product Management and Marketing.

REQUIREMENTS (*ideal*)

- Education - BSN or comparable science degree, CNOR, Nursing Informatics Certification required. MSN/MBA/MHA degree desired.
- Experience - Ten years experience working in an OR setting. Knowledge of inventory management and anesthesia systems. Successful in P&L responsibility for a minimum of one hospital surgical department. CV to illustrate publication of articles, papers or texts desired. Physician relations responsibilities.
- Skills - Must have strong financial understanding, including impact of OR systems on facility/network P&L. Requires excellent communication skills both verbal and written. Good knowledge of hospital OR workflow process, department functions, and position responsibilities. Ability to construct and support ROI evaluations. Marketing experience, public speaking, and seminar leadership skills desired.
- Personality - An outgoing personality is required. Self-motivator. Type A. Ambitious. Good listener. Quick thinker.
- Bearing - Business professional.
- Travel - Should expect out-of-town travel in the 25% range.
- Working Area - Work in the Chesterfield, Missouri area. Live within commuting distance of St. Louis metro area.

TRAINING

Position is heavily dependent upon previous OR nursing management experience. Formal training will be provided on USA products and services. Position requires development of in-depth knowledge of USA products, customer base, organizational reporting structure and company direction, for which formalized training will be provided.

GROWTH PATH

Increased responsibilities reflected in the achievement of OR sales objectives, continued top ranking in KLAS for the OR sector, and leadership within the OR management system sector as evidenced by national rankings and competitor emulation.