



## Marketing Specialist – Medical Device

### About Perfuzze

Perfuzze is a growth stage medical device company, based in Galway, dedicated to improving clinical outcomes and the quality of life for stroke patients. Perfuzze is developing innovative catheter-based technology to extract blood clots from the brain following an Acute Ischemic Stroke. We are located in the IDA Business Park in Dangan, Galway. Millipede technology has been recognised by the FDA through the granting of a Breakthrough Device Designation and was awarded CE Mark for its first product in 2021. At Perfuzze, we push the limits of what medical technology can do to help restore health and extend life. Our mission is to halve the number of patients who suffer disability post stroke treatment. We want to accelerate and advance our ability to create significant innovations, but we will only succeed with the right people on our team.

### Our Culture

- An inclusive work environment, where all the employees are valued, supported, and encouraged
- All employees have a seat at the table and have influence
- A collaborative teamwork environment where learning is constant, and performance is rewarded
- The opportunity to be at the forefront of a technology that can positively impact the treatment of one of the world's most devastating diseases

### Marketing Specialist Role

Will be the Perfuzze product/market expert related to product positioning/differentiation, competitive information and product performance. Will be responsible for all product launches and market related materials and information. Will be accountable for developing marketing strategies and tactics to expand the market for Perfuzze's product portfolio. This successful candidate must be able to communicate effectively with customers and all functions of the company on a regular basis including R&D, QA/RA, Clinical, Sales, and Senior Leadership.

### How You'll Contribute

- Become an expert in ischemic stroke disease state and the devices currently on the market used to treat the disease
- Lead and coordinate product launches, market development and market research activities.
- Pre-launch market assessment: gather market feedback, test assumptions and support the definition of customer targeting, segmentation and message definition.
- Pre-launch market training: Participate in expert meetings, pre-launch product evaluations, collection of specific voice of customer feedback, development and delivery of sales force training
- Work with sales leadership and stakeholders on resources needed to execute product adoption in the field, development of launch materials, product literature, and any other material required to support sales and key marketing messages
- Identify and define requirements for market development programs to support the introduction of new technologies.
- Work closely with key opinion leaders to maximize their participation in launch activities

- Analyse potential new markets and products to determine value of developing solutions to unmet needs in adjacent disease states
- Maintain current knowledge of relevant literature and competitive landscape
- Establish and ensure consistent corporate image throughout product lines, promotional materials, events, etc.
- Coordinate trade show activities, website development, and tracking of marketing campaigns to evaluate results and provide recommendations for future promotions.

#### Must Have

- Bachelors in commerce, communications or marketing required; MBA preferred
- Minimum 5 years of marketing experience or experience, ideally in medical devices or pharmaceutical sector
- Ability to construct global market models to estimate project value and select optimal projects amongst alternatives
- General understanding of basic financial metrics including NPV, gross profit, P&L statements and basic accounting
- Experience with strategic product planning and commercial execution
- Strong verbal and written communications with ability to effectively communicate at multiple levels in the organization as well as work cross-functionally
- Ability to travel up to 30%, including internationally
- Computer competency in Microsoft Word, Excel and PowerPoint

If interested, please submit your CV and a letter outlining why you are the right person for the role to [hr@perfuze.com](mailto:hr@perfuze.com)