

CLOSED - Product Marketing Manager, Cerebriu

THE POSITION IS FILLED AND WE DO NOT ACCEPT APLICATIONS NO LONGER

What strategies would you use to position an innovative AI-driven product in a competitive healthcare market? Are you a strategic marketer and do you have a strong foundation in healthcare product marketing, preferably an understanding of radiology workflows, and a passion for advancing AI in healthcare?

Cerebriu is a leading innovator in AI-driven software for neuro-MR workflow, and we are seeking a Marketing Product Manager to drive the successful commercialization of Cerebriu across global markets. In close collaboration with several teams, you'll shape product positioning, refine go-to-market strategies, and develop compelling messaging to expand our market presence. This is an opportunity to work at the intersection of marketing, product management, and sales in a fast-growing, mission-driven company.

Key Responsibilities:

The responsibilities for this role can be divided into four areas:

Product Positioning & Go-to-Market Strategy

In collaboration with the Marketing Director, you will define and implement global go-to-market strategies for Cerebriu, targeting various geographies and market segments. '

You will also :

- Develop and refine product positioning and messaging to clearly communicate the value and competitive advantage of Cerebriu Apollo's AI capabilities in the radiology market.
- Conduct thorough competitive analyses and market research to inform product differentiation and adjust positioning as needed.
- Work closely with Product Manager to ensure alignment between product features and market positioning.

Product Launch & Commercialization

You will play a key role in driving successful global product launches by collaborating with teams across Product Management, Sales, Clinical, Regulatory, and Marketing.

Your responsibilities will also include

- Develop marketing collateral including white papers, clinical case studies, digital content (blog posts, SoMe, webinars).
- Ensure brand consistency and high-quality content to establish Cerebriu as a thought leader in AI for radiology.
- Track and analyze marketing KPIs, product performance metrics, and customer feedback to optimize go-to-market strategies and identify new opportunities for growth.
- Develop sales enablement materials to support product launch, training, and ongoing sales.
- Support and represent Cerebriu at industry events, trade shows, and conferences by promoting our solutions and thought leadership within the radiology community, while also managing operational tasks related to event preparation and execution as needed.

Market Insights & Voice of Customer (VOC)

As part of the responsibilities, you will engage with customers and clinical stakeholders to understand their needs, pain points, and product feedback, leveraging insights to refine marketing and product development strategies.

This area of responsibility also includes that you will

- Develop and maintain a robust understanding of end-user workflows and clinical challenges in radiology to position products effectively and increase adoption.
- Collaborate with the Product Manager to convey customer insights that impact product feature development and prioritization.

Supporting co-marketing with partners

As the fourth area, you will support partnership initiatives and co-marketing efforts with key industry players, including healthcare providers, technology partners, and research institutions, to expand Cerebriu Apollo's reach and influence.

Qualifications :

For this role we imagine that you have the following qualifications

- **Education:** Bachelor's degree in marketing, business, life sciences, or a related field.
- **Experience:** 5+ years in product marketing, ideally within radiology, healthcare technology, or AI solutions. Strong digital marketing experience with competency in analytics tools to assess content performance and optimize campaigns based on customer engagement and conversion metrics. Proficiency in content creation tools (e.g., Adobe Creative Suite, CMS) and social media platforms to effectively manage content development and distribution.
- **Knowledge:** Experience in radiology or imaging software marketing is strongly preferred. Familiarity with healthcare compliance standards and regulatory requirements, ensuring all marketing content meets local and industry standards..
- **Skills:** You should have a proven track record in developing and implementing global marketing strategies, as well as successfully executing product launches. Strong communication skills are essential, with the ability to distill complex product details into clear and impactful messaging. Proficiency in digital marketing, content creation, and sales enablement is required, along with a data-driven mindset and strong analytical skills to evaluate performance and drive continuous improvements.

What We Offer:

At Cerebriu, you'll have the chance to contribute to innovative AI solutions that are reshaping the future of healthcare. Working alongside a talented, driven team, you'll play a crucial role in the success of a pioneering product. This role offers growth opportunities within a dynamic organization dedicated to making an impact in radiology and patient care.

Contact and application

In this recruitment process, we are assisted by European Search Company. If you have any questions about the position, please feel free to contact: Brian Ranvits (+45 2048 0548) or Christoffer Bjørk Pedersen (+45 2080 1638) from European Search Company

Please apply for this position using the apply button below.

About Cerebriu:

Cerebriu is at the forefront of AI innovation in healthcare, offering advanced imaging solutions designed to optimize radiology workflows and enhance patient care. Our flagship product, Cerebriu Apollo, empowers radiologists and healthcare providers with real-time AI support, transforming the diagnostic imaging process and setting new standards for quality and efficiency in patient care.