

Europe Marketing Director

About KFBIO

KFBIO is an AI-enhanced digital pathology scanner manufacturer and a digital pathology whole workflow solution vendor.

Job Title

Europe Marketing Director

Reports To

Vice President of Overseas Marketing

Location

Brussels Belgium

Responsibilities and Duties

- ✓ Development and execution of marketing strategy and tactics in Europe for KFBIO digital pathology solution addressing a clinical care area.
- ✓ Developing commercial expertise across the European market, product lines, markets, sales processes, or customer groups. Influences policy and ensures delivery across large or diverse sales territories.
- ✓ In charge of the KFBIO Marketing and Branding in Europe - including campaigns, events, digital marketing, and PR.
- ✓ Develops the marketing strategy for new and existing KFBIO products.
- ✓ Creates appropriate sales tools, materials, and presentations.
- ✓ Manages the KFBIO Europe marketing team providing coaching, leadership, and assistance with resources and strategy development.
- ✓ Undertakes continuous analysis of the competitive environment and consumer trends. Analyzes existing products and markets in terms of the ability to compete, gain market share, grow revenue, and sustain or grow profitability.
- ✓ Develops and manages the marketing budget.

Qualifications

- ✓ BA/BS Undergraduate degree in Marketing, Medical, or relevant technological field.
- ✓ 5+ years marketing experience in a medical device company.
- ✓ Experience in strategic planning and collaboration with executive, sales, product development, and key operational groups.

- ✓ Proven record of leadership and managing a marketing organization with global responsibility and establishing long term strategic growth initiatives.
- ✓ High level of personal and professional integrity and trustworthiness with strong work ethic and the ability to work independently with minimal direction.
- ✓ Senior-level marketing professional with a proven track record of success managing complex multi-discipline sales scenarios.

Compensation/Benefits

KFBIO offers a comprehensive and competitive compensation and benefits package.

How to Apply

Interested candidates can send their cover letter and resume in English to Mr. GUI Kun at kun.gui@kfbio.cn .

欧洲区域市场总监

关于江丰生物

江丰生物是一家数字病理切片扫描仪制造商和数字病理全工作流程解决方案供应商。

招聘职位

欧洲区域市场总监

汇报对象

海外营销副总裁

工作地点

比利时布鲁塞尔

工作描述

- ✓ 针对欧洲临床市场，制定和实施江丰生物数字病理解决方案营销战略。
- ✓ 挖掘欧洲市场商业机会，跟踪政策并确保跨国市场产品及解决方案的交付。
- ✓ 负责江丰生物欧洲市场营销和品牌推广 - 包括市场活动，数字营销和公关等。
- ✓ 为新的和现有的江丰生物产品制定营销策略。
- ✓ 开发并编制适当的销售工具、材料和产品样册等。
- ✓ 管理江丰生物欧洲营销团队，并提供指导、领导和协助。
- ✓ 对竞争环境和消费趋势进行持续分析，分析现有产品和市场的竞争能力、潜在市场份额、盈利潜力等。
- ✓ 制定和管理营销预算。

任职资格

- ✓ 本科以上学历，市场营销、医学或相关技术领域的专业优先。
- ✓ 5年以上医疗器械公司营销经验。
- ✓ 在战略规划和与执行、销售、产品开发等方面有丰富经验。
- ✓ 具有领导和管理全球性营销组织并制定长期战略增长计划的经验。
- ✓ 高度的个人和职业诚信和可信赖度，具有强烈的职业道德。

薪酬与福利

江丰生物提供全面且具有竞争力的薪酬和福利方案。

如何申请

请将求职信和个人简历发送至桂先生的邮箱 kun.gui@kfbio.cn，语言为英语。