

Associate Product Marketing Manager

XCELL BIOSCIENCES, INC

MISSION BAY, SAN FRANCISCO, CA

Xcell Biosciences is a San Francisco-based life science start-up company that has developed a proprietary cell control system for use in research, drug development, and regenerative medicine applications. The technology delivers simple, standardized methods in control of tumor cells and immune cells. This novel platform enables direct disease insights and control of microenvironment ex vivo, with use in drug development applications ranging from novel cancer biomarker discovery to cell-based immunotherapy lead optimization. The company is focused on tools to improve primary cell expansion, transfection and control of cell state, and is generating revenue from the Avatar system launched in 2017.

Brief Description of Position:

At Xcell Bio, we are excited to expand our Commercial Operations team and are looking for a Associate Product Marketing Manager responsible for advancing the use of Xcell Biosciences Instruments and reagents. Xcell is currently focused in the areas of Cancer Immunotherapy, General Cell Therapy and Stem Cell Biology research. The ideal candidate will have a blend of technical expertise in molecular and cellular biology and life science tools, along with professional and/or educational experience in marketing. Candidates should have experience in a tactical marketing role and demonstrate experience working cross-functionally.

Position Requirements:

1. Provides (global) input into go-to-market strategy based on VOC and/or VOS.
 - Analyzes markets and opportunities
 - Segments the market based on needs and requirements
 - Provides input into value proposition and business positioning and branding strategy
 - Tracks and analyzes competitive environment
2. Develops and implements commercial strategy
 - Provides input into messaging, positioning, and branding
 - Ensures field messaging is consistent with value proposition, brand, product and positioning strategy
 - Develops the marketing program for assigned segments: communications strategies, tactics, and programs
 - With product manager support and content, creates sales tools and other marketing collateral (content, messaging, data, etc)
 - Develops and implements region-specific demand and/or lead generating marketing programs (promotions, SPIFFs, eMarketing) that are aligned with priorities and objectives.
 - Supports exhibits and events' activities
 - Ensures commercial team are trained and able to *effectively* deliver product messaging and value propositions. Identifies and develops sales tools to support field objectives. Sets up training programs to close the gaps. Feeds back additional requirements to appropriate stakeholders.
 - Develops measures of success for all tactical activities, collects feedback and adjusts plans to meet business targets.
 - Manages global budget for marketing spend for assigned region/area of responsibility.
3. Supports product management
 - Tracks and feeds back relevant competitor go-to-market information (technology/ASPs/commercial strategy/business strategy etc). Assesses and recommends appropriate Xcell response; develops and implements competitive strategy
 - Tracks regional ASPs; develops and implements programs to maintain/enhance ASPs; provides regional pricing recommendations
 - Provides input to new product development (VOC/VOS; technology opportunities; competitive

threats; forecasts; pricing; requirements; positioning; launch planning, etc). Provide product portfolio input as required.

- Develops global product launch strategy; ensures regional commercial readiness pre and post launch (training, pricing, support, launch materials etc in place) to maximize launch impact and success.
 - Develops post-launch metrics; evaluates field performance relative to metrics and adjusts activities as required for success.
4. May provide other duties or projects as required and/or assigned.

Experience:

- Demonstrated ability to work with scientists/customers.
- 2 to 5 years in a similar marketing, marketing analysis or sales
- Broad business acumen that involves general sales or management experience working in global markets
- Strong communication skills as well as analytical, project management and planning skills necessary.
- Proven ability to see new business opportunities, set and meet aggressive objectives and develop strong working relationships.
- Demonstrated ability to translate marketing strategy into tactical plans and execute against those plans.
- Sales experience desired.

Other Desirable Characteristics and Attributes:

- Highly motivated self-starter who is comfortable working independently
- Takes a "hands-on" approach to problem solving
- Must be comfortable in an early-stage start-up environment, with a mix of cash, equity, and milestone-based compensation
- Please note if you are legally authorized to work in the United States in your application

To apply, please send a resume and cover letter to careers@xcellbio.com