



Life Molecular Imaging is a global and innovative biotech company focusing on the development and commercialization of molecular imaging radiopharmaceuticals. Currently, we are seeking an experienced **Head of Marketing**, responsible for driving the growth of Neuraceq® and to build strategy and brand development for future products that align with Life Molecular Imaging's goals and objectives. This individual will be responsible for North and South America and Asia Pacific Markets, and will work in the specialized market of Neuro-Molecular Imaging within large specialty practices and specialty imaging facilities for Life Molecular Imaging.

Job Responsibilities

The Head of Marketing will be responsible for brand profiling and positioning and leading the strategic development and tactical execution of a promotion plan for the business by utilizing their knowledge and experience to:

- Assume full responsibility for LMI's strategic aspiration and operational targets associated with its first Marketing introduction – the Neuraceq® brand and future LMI product offerings
- Lead a team to ensure the execution and implementation of marketing plans and tactics achieve business results
- Monitor the market and competitive environment in North America, South America and Asia/Pacific markets to understand customer segmentation, medical and regulatory trends & paradigm shifts at an early stage and anticipate changes
- Manage multiple agency relationships to drive brand positioning and execution
- Establish – in collaboration with a Marketing team of marketing and communication experts – the FBB (and future products) brand positioning and brand communication concept, ensure a consistent roll out in all key markets
- Relaunch, update and develop LMI FBB go to market strategy
- Build a strategic PR plan to highlight key milestones in clinical studies, clinical evidence and thought leadership to demonstrate LMI's role in amyloid imaging by physician stakeholders

Job Requirements:

Bachelor's degree or PhD in Natural Sciences, Medical or Business Administration; Additional training on marketing strategy, brand management & value differentiation is preferred; 5-10 years' experience as a Marketing Leader for a Biopharmaceutical or Pharmaceutical Company; Experience in the diagnostic imaging space; Proven product launch experience and management; Experience Managing a team of Marketers or direct reports; Outgoing and enthusiastic; able to engage, converse and motivate the LMI team, customers and key opinion leaders; Leadership capability and good team player at the same time (work well cross-functionally and with external partners); Global Leadership experience desired

This position is remote within the USA. Extensive travel expected (US and Global).

We offer a competitive salary with additional benefits.

Please send any inquiries, or submit resume and cover letter to: hr.us@life-mi.com

Life Molecular Imaging, Inc. is an Equal Opportunity Employer and does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity or expression, national origin, age, disability, veteran status, marital status, or based on an individual's status in any group or class protected by applicable federal, state or local law.