

MARKETING MANAGER LUNG, EUROPE AND ROW

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Company Name XVIVO

Location Göteborg

Job Description

We're now recruiting for a Marketing Manager Lung, Europe & RoW

Key Responsibilities

- Develop and execute product strategies and roadmaps aligned with regional goals
- Lead regional marketing efforts for New Product Development (NPD) and Life Cycle Management (LCM) projects, including new products, upgrades, and line extensions
- Drive regional product launches, ensuring cross-functional alignment for successful market entry
- Provide strategic input on value propositions, messaging, and marketing mix (4Ps) for the product portfolio
- Collaborate closely with Market Access teams to support product positioning and accessibility
- Monitor key performance indicators (KPIs) for new and existing products, focusing on business cases, sales, gross profit, and pricing
- Support the development of content marketing and professional education programs to drive product awareness and adoption
- Work closely with R&D, Regional Business Managers, and Marketing Communications to ensure commercial and brand alignment
- Contribute to portfolio optimization through phase-in and phase-out strategies
- Provide regional product insights to support regulatory and quality management requirements

Capabilites and Essentials for the role

Experience in Product Management and Marketing within the medical device or healthcare industry.

Experience working in an international environment, with the ability to navigate different cultures and markets.

Results- and Business focus. Strong business acumen and a commercial mindset. Understand the competition on the market. Capable to prioritize and focus on what's urgent/important.

Strong development focus. The ability to analyse and drive change/improvement, can comfortable shift gears and be a strong change leader.

Interpersonal skills. Remains calm in unexpected situations and intense environments and can with high self-confidence relate well to all kind of people, up-down and sideways, in- and outside the organization. Builds constructive and effective relationships.

Why join XVIVO

Working at XVIVO is more than a job – it is an opportunity to change the world for transplant patients waiting for a new organ. This position offers an opportunity for the right candidate to be part of the challenging and exciting journey shaping the company's future and taking the business to new heights.

XVIVO is in a rapid growth phase, including both geographical expansion and the development and launch of new products.

Applicants must be authorized to work for any employer in Sweden. We're unable to sponsor or take over sponsorship of an employment visa at this time.

To apply

In this recruitment we collaborate with Moveup Consulting AB. Please send your application to tom.bergqvist@moveup.se For more information about XVIVO, and the role please contact Tom Bergqvist at 0733-87 27 22.

By submitting your application, you also give your consent to storing your personal information, including CV & Cover letter, and that we own the right to share this information with third parties (our client). You can withdraw your consent at any time.

Om företag

XVIVO is a medical technology company listed on the Nasdaq Stockholm exchange, with headquarters in Mölndal, Sweden, a production site in Lund, Sweden, offices in USA, Italy, and the Netherlands. The company is firmly rooted in medical science with its core business in organ transplantation. XVIVO is the first in the world to offer both machines and consumables for all major solid organs. We are committed to bringing innovative technology for storage, evaluation, and treatment of organs to transplant centers around the world, enabling the safe use of more donated organs and ultimately giving more patients the chance of a life-saving transplant.

Company culture

The culture of XVIVO is the culture of a small company with high growth ambitions based on the

foundation of a common belief that patient safety, our vision – “Nobody should die waiting for a new organ”, is key for our success. We strongly believe in the fact that nothing is impossible and thrive to get the job done. We, no matter which position or work description, are always focused on helping our customers.

Consultant Name Tom Bergqvist

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