



Company Description:

Sentec Inc. in Lincoln, RI, is the centrally located hub of Sentec for North America. We proudly represent and service the Sentec product line via our direct sales force in the US and via our dedicated national independent distribution network. Sentec Inc. also represents several Respiratory Specialty products including High-Frequency Percussive ventilators, Infant Transporters, CPAP and bilevel products and more.

Our goal is to improve patient care by enhancing education and training about non-invasive monitoring of ventilation and oxygenation in the field of intensive care medicine and respiratory care.

Sentec Inc. is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability or protected veteran status.

Overview:

Sentec seeks an energetic candidate for a **Senior Product Manager** to direct product development strategy and execution. This position reports to the Vice President, Clinical and Business Development. The individual must be comfortable communicating professionally and effectively with physicians and other clinical staff. Candidates should be versatile, self-driven individuals with a passion for patient care and strategic contribution in a small company environment. Position may involve travel to clinical and customer sites throughout North America up to several times per month as well as participation in clinical conferences with occasional trips abroad.

In this role, the individual will be responsible for

Essential Duties and Responsibilities:

- Evaluate and determine market opportunities for Sentec products
- Develop and maintain global product line business plans
- Analyze competitors and competitive products
- Develop competitive strategy and differentiation
- Engage and manage consultants for product market assessment as needed
- Design and execute product launches for North America
- Organize and conduct pre-launch clinical usability trials in conjunction with R&D
- Assist marketing team with product documentation and messaging
- Systematically solicit and synthesize Voice of Customer feedback
- Develop and maintain product roadmaps
- Define product release functionality
- Participate in evaluation of strategic R&D initiatives
- Define and document product requirements



- Develop detailed UI and functional requirements with R&D team
- Spearhead formative and summative usability validation testing
- Liaise with market development team for recruitment and relationship management of KOLs
- Cultivate relationships with important customers
- Solicit white papers and case studies from customers
- Determine needs and options for proactive post-market surveillance

Secondary/Collaborative Duties and Responsibilities:

- Scout new product and business opportunities
- Evaluate potential business, product acquisition, or distribution partnerships
- Review and contribute to development of marketing materials for new applications

Qualifications/Education:

- 5+ years of industry experience
- Strong clinical and technical expertise in medical devices and technology
- Experience in medical device product management, marketing, development, or sales
- Experience in developing detailed business plans
- Strong written and verbal communication skills, especially presentations
- Proficient in Microsoft Office

Preferred Skills:

- Skilled in development and maintenance of clinical relationships
- Excellent critical thinking skills
- Experience developing and managing clinical study programs
- In-hospital clinical experience or credentials a plus
- Expertise in development or commercialization of medical monitoring technologies