

Director of Marketing - Job Description

Role:	Director of Marketing
Reporting to:	Chief Commercial Officer
Location:	Flexible
Est. Start Date:	Immediate
Compensation:	Salary, performance-based bonus, benefits, and/or stock options

Company Overview

Precipio has built a platform designed to eradicate the problem of misdiagnosis by harnessing the intellect, expertise and technology developed within academic institutions and delivering quality diagnostic information to physicians and their patients worldwide. Through its collaborations with world-class academic institutions specializing in cancer research, diagnostics, and treatment such as the Yale School of Medicine, Harvard's Dana-Farber Cancer Institute, and the University of Pennsylvania, Precipio offers a new standard of diagnostic accuracy enabling the highest level of patient care.

Precipio has two divisions: Clinical Diagnostics Division which operates the company's CLIA/CAP laboratory that services office-based oncologist practices and hospitals to provide comprehensive diagnostic service on their patient samples; and a Diagnostic Products Division which produces and sells proprietary diagnostic products to laboratories, enabling them to provide higher clinical accuracy as well as improved operational and economic performance.

Job Overview

The Director of Marketing will be responsible for all company-wide marketing initiatives and activities. In this role, the person will work with the commercial and clinical teams at the Clinical Diagnostics division to support the sales effort; and with the Diagnostic Products team, comprised of the CCO and CTO, exploring new products, defining market potential; go-to-market strategy, and executing market distribution initiatives. These responsibilities include:

Responsibilities

- Analysis of the markets in the various areas of company operations; understanding trends and changes to our landscape.
- Learning, defining and identifying the target customers for our products and services.
- Understanding the technical impact of our technologies, and applying them to clinical market needs.
- Providing ongoing competitive analysis to ensure both divisions are operating with a clear understanding of the company's value proposition, their competition, their competitive advantages, and their differentiation.
- Developing and working with the commercial teams to implement the company go-to-market strategy.
- Responsible for all company forms of marketing collateral (website, marketing materials, and other communications materials).

Qualifications

- Substantial experience in the diagnostic industry.
- Education that combines technical/scientific training, as well as business/marketing education.
- Experience taking new products from inception to growing to have a significant market share.

Ideal candidate will have:

- Creative thinker, risk taker, willing to step outside of the norms.
- Strong leadership and execution skills.
- Take initiatives and a strong ability to take charge and drive to results.
- Strong communication skills.
- Strong project management skills.

How to apply: Please submit your resume and cover letter to careers@precipiodx.com.
