



Company Description: Crescendo Bioscience is developing a broad range of quantitative, objective molecular tests to provide rheumatologists with deeper clinical insights to more effectively manage patients with autoimmune and inflammatory diseases. The company applies a comprehensive suite of molecular profiling technologies to discover biomarkers and develop diagnostics that help physicians with the diagnosis, prognosis, and treatment of disease. Crescendo is initially focused on rheumatoid arthritis (RA), a debilitating, chronic disease affecting over 1.3 million in the USA and more than 2 million in Europe. Crescendo plans to establish a long-term partnership with clinicians by providing comprehensive diagnostic, prognostic, staging, therapy selection and monitoring capabilities to improve outcomes throughout the continuum of care. All testing will be performed at our own specialized, CLIA-licensed laboratory.

Position: Product Director/Associate Product Director, Rheumatoid Arthritis

Crescendo seeks an outstanding leader to direct the commercial development and marketing of its portfolio of tests in rheumatoid arthritis, beginning with tests to monitor the disease activity and joint damage in individual patients. This individual will be responsible for developing and driving the product and suite brand plans, including positioning and messaging; medical education; KOL management; sales tools; service; and community development. The Product Director will build on their existing knowledge of physicians and patients to develop unique insight into these customers and their preferences in order to effectively launch the near-term RA products and to guide the development and pre-marketing of future RA products. The product director will partner with numerous individuals and departments within Crescendo as well as develop and mentor junior members of the marketing team.

Job skills and expectations

A successful candidate is expected to:

- Develop a deep understanding of the need for quantitative, molecular testing in rheumatoid arthritis and the fit of Crescendo products with this need
- Understand the novel science underlying Crescendo products and the related educational needs for different customer audiences
- Develop and implement a long-term strategy to build Crescendo's brand with rheumatologists, rheumatology nurses and mid-level practitioners, office staff, patients, advocacy groups, and relevant medical societies
- Drive adoption of Crescendo's lead products through
 - Branding, positioning and targeted messaging
 - Medical education – program mix and promotional program development
 - Building and leveraging strong relationships with key opinion leaders and other MDs

- Developing strong relationships with key internal stakeholders including the Crescendo sales team, managed care team, and medical/medical affairs team
- Aid development of a high-touch service process and organization to ease integration of Crescendo's products into rheumatology practice
- Become a leader within Crescendo's commercial team

Requirements

- BA/BS required; MBA and/or sales experience in medical products preferred.
- Rheumatology experience strongly preferred
- 7-10 years experience marketing medical products including
 - Market research
 - Branding, positioning, and messaging
 - Publications
 - KOL strategy
 - Medical education
 - Online marketing and educational tools
 - Sales training and collaboration
- Strong strategic thinking, customer focus and communication skills
- Launch experience preferred

Contact: marketingcareers@crescendobio.com