



Be part of a dynamic team that is using nanotechnology to enable routine, accurate, cost-effective analysis of genomic structural variation, in support of our mission of elucidating the genetic underpinnings of disease, increasing diagnostic yield, and ultimately improving patient outcomes. Nabsys is the pioneer in high-definition electronic genome mapping. Headquartered in Providence, RI, Nabsys uses proprietary electronic nanodetectors to analyze long DNA molecules traveling at high velocity. Our first-generation instrument and consumables have been shipping to customers for a year. We are currently scaling proven technology to substantially reduce cost and time-to-answer, on our way to making genomic structural information available to every laboratory.

**Position: HD-Mapping Product Manager**

**Nature of Role:** This position is a key role. The successful candidate will be responsible for all phases of product planning and execution throughout the HD-Mapping Product Lifecycle globally. The Product Manager will be the HD-Mapping Product Champion with a strong understanding of HD-Mapping technology, including the commercial instrument, consumables, and software. They will work closely with engineering, sales, marketing, and application support to coordinate all product related elements with a goal of ensuring profitable revenue and high levels of customer satisfaction.

**Responsibilities:**

*Product Support*

- Possess a solid understanding of key genomic, NGS, and SV related application areas and how the HD-Mapping platform can address customer needs
- Function as the go-to person for questions relating to product specifications, components, pricing, FABs, use-cases, branding, packaging, etc.
- Oversee product and customer requirements and product definition
- Assist Manufacturing with production forecasting and inventory management
- Coordinate installed base customer communications to gather and maintain customer experience information
- Serve as the customer advocate for early adopters (installation, startup, support)

*Marketing Program Management*

- Play an active role in building and executing the marketing plan in support of the product road map and strategic priorities
- Develop and manage key marketing initiatives and campaigns, including promotional programs, advertisements, conferences, KOL communication, and early access programs
- Generate and maintain customer-facing multi-media marketing materials, including website, marketing literature, videos, webinars, workshops, email contacts, and social media
- Support Nabsys application science, maintaining active communication with the HD-Mapping installed base and providing customer feedback for protocol improvement and content for tech notes, application notes, and product updates

*Product Training*

- Conduct customer product training for new installations and for new users at established customer sites
- Coordinate with internal content experts to provide application and data analysis

*Nabsys is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.*



#### *Market Research*

- Monitor market trends and customer needs, serving as Voice of the Customer for HD-Mapping
- Conduct competitive analysis with commercially available products to provide feedback for HD-Mapping improvements
- Conduct and report on market research to determine the ongoing and evolutionary needs and desires of whole-genome SV customers
- Identify applications in specified markets that can be leveraged, coordinating development of the HD-Mapping solutions as industry standards
- Work closely with Business and Commercial Development to identify new potential markets, applications, and commercial partners for HD-Mapping

#### *Lead Generation*

- Partner with Business Development to develop pipeline for ongoing business opportunities
- Develop understanding of potential customer types and key motivations through detailed market research
- Generate, qualify, and track leads from a variety of sources, including scientific conferences, PubMed, webinars, installed base, and marketing outreach initiatives

#### **Requirements:**

- BS in related field, advanced degree preferred
- 5+ years product/marketing management experience in genomics and life science tools and applications
- Background in genomics, microbiology, and NSG technology (long read technology) is preferred
- Strong application-based background
  - Match HD-Mapping technical capabilities to key market applications
  - Ability to assess current and future application and product fit for HD-Mapping
- Solid technical background
  - Understanding HD-Mapping technology and how it relates to target markets, applications, and customers
  - Ability to pivot from microbial to human and eventually ag-based applications as technology evolves and products are introduced
  - Sequencing (NGS) market knowledge and target organization knowledge
- Superior project management and interpersonal skills
- Excellent written and oral communication skills
- Ability to maintain a keen attention to detail while multitasking in a fast-paced environment
- Ability to empathize with the customer with a desire to investigate the challenges they present or experience
- Team player who collaborates well with others

#### **Compensation:**

- Competitive salary
- Equity stake
- Benefits include health, dental, vision, 401(k), unlimited vacation, life insurance

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