



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: Product Marketing Manager**

**Nature of Role:** Reporting to the Director of Product Management, this role works closely with Nabsys R&D, product development, and commercial teams, as well as outside marketing firms to execute product marketing projects which demonstrate the utility of high-definition electronic genome mapping in human health and disease. You will assist and be responsible for building portfolio positioning, messaging, and executing on all aspects of our go-to-market strategy eventually taking ownership of product marketing function across the instrumentation portfolio. The successful candidate must have a background in related fields and the enthusiasm to work as a member of a multi-disciplinary team in a fast-paced, entrepreneurial environment. This is a phenomenal opportunity for growth as we launch a next generation genome mapping platform and make a significant impact on the course of genomic analysis.

**Responsibilities:**

**Key Responsibilities:**

- Support the Director of Product Management with strategic planning including market and competitive analysis, customer segment selection, and related product positioning.
- Develop a deep understanding of products and platform in order to refine and craft the value proposition in key customer segments across the therapeutic lifecycle, in close collaboration with cross-functional teams.
- Facilitate convergence of functional and technical knowledge to help guide/scope product requirements to ensure target solution is meeting customer requirements.
- Manage the development of a content generation strategy targeted towards customer segments. Prioritizing product marketing needs based on industry trends, customer feedback, competitor activity, emerging research, and evolution of products and platform.



- Assist in the development of benchmark criteria to measure the efficiency and effectiveness of marketing programs including organizing and managing regional tradeshow and conference programs.
- Directly interface with Sales team on strategies for demand creation and continual lead generation
- Support marketing communications including activities related to branding, public relations, advertising, analyst and market research management, and website design and content.
- Support inbound marketing programs, developing campaigns that earn the attention of prospects including informative videos, articles, white papers, application highlights, application notes and posters, trade shows, seminars and events collateral materials.
- Execute creation and deployment of scientific collateral.

### **Requirements:**

- B.A./B.S. required with PhD preferred.
- At least 4-6 years of product marketing experience working in or with the R&D life sciences industry, pharma / biopharma genomics development and drug discovery
- Experience with formulating and executing marketing campaigns for product commercialization, launch, and product life cycle development
- Excellent writer with the ability to communicate both clinical and scientific content in a digestible format, including pitch decks, case studies, webinars, white papers, blog posts, etc.
- Willingness to contribute in a variety of ways, even if outside formal responsibilities
- Strong organizational and motivational skills, attention to detail
- Able to be thoughtful about tasks, take ownership, make recommendations to improve processes, put processes in place where none exists, take independent action to resolve an issue when appropriate
- Highly proficient in MS Office suite, including utilization of PPT and Excel for most tasks
- Knowledge of Salesforce, Google Analytics, and other marketing tools
- Experience working in the genomics and immunogenomics industries
- Willingness to travel up to 25%

### **Compensation:**

- Competitive salary
- Equity stake
- Benefits include health, dental, vision, 401(k) plan with 50% match up to 6% of base salary, unlimited vacation, life insurance

*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.*