**JOB OBJECTIVE:** Provides leadership and direction for the corporation’s global marketing, direct sales, business development, legal strategies, fiscal management and strategic planning in the Genetic Identity market segment. Provides direction and support to distribution sales, research and development, manufacturing, and administrative department management for revenue generation and operations management in the Genetic Identity market segment.   
  
**CORE DUTIES:**   
  
1. Develop, plan, monitor, communicate and implement worldwide business growth strategies (short and long-term) with clearly defined goals, objectives, critical success factors, timelines, budgets and action items.  
  
2. Successfully deploy strategic and tactical global marketing plans for genetic identity customer segment. Lead operational activities including forecasts, budgets, market research, situation analysis, product portfolio management, product positioning and elements of marketing mix (product, price, promotion and distribution) to create competitive advantage.  
  
3. Implement strategic collaborations, product acquisitions, and/or joint business activities to achieve revenue targets and execute business and marketing strategies.  
  
4. Oversee the management of existing and new relationships with key global industry leadership, both public and private sectors. Translate networked relationships into business opportunities.  
  
5. Participate in developing and implementing legal strategies and tactics to maximize the business segment’s strategic partnerships, revenue opportunities, competitive position or customer interaction including intellectual property portfolio, disputes, contracts and legal agreements.  
  
6. Work with branches and sales management to maximize revenue and execute marketing and sales strategies. Consider all buyer preference channels, adjusting marketing tactics based on distribution channel performance, and ensuring sales teams’ needs for sales support material and training are met.  
  
7. Utilize best in class digital marketing tactics, creating market awareness of Promega forensic offerings. Determine which activities can be marketing lead, working closely with marketing services and which activities should be sales led, working in close coordination with the branches. Communicate with local branch marketing teams to deploy the message across the globe.  
  
8. Partner with R&D management to provide market-driven input (revenue potential and market characteristics) for product development strategies; coordinate with R&D management at a strategic level to prioritize products under development and manage product commercialization issues.   
  
9. Partner with Technology/Product Portfolio management teams to provide market-driven input (revenue potential and market characteristics) for product development strategies and strategic prioritization of products under development. Manage product commercialization issues.  
  
10. Partner with F&A to manage and coordinate the business segment’s financial/fiscal operation, to include the development and administration of capital and operating budgets and expenditures, and the establishment and management of the business segments’ financial controls. Communicate the business segment’s financial contributions for executive level planning and review to include ROI, gross profit, gross margin, operating expenses and/or contribution margin.  
  
11. Measure business performance against expectations, report on results, and adjust strategies and tactics to accomplish business goals.  
  
12. Establish and oversee professional, trained and motivated staff through effective implementation of plans, delegation, performance and career development programs.  
  
13. Manage performance of direct reports and cross-functional assigned team members to ensure accurate, timely and complete execution of strategies and tactical plans.  
  
14. Employ experience and knowledge to grow revenue and improve processes in areas outside of direct responsibility, with particular emphasis on the marketing and business development functions in the organization.  
  
15. Travel worldwide to obtain direct knowledge of internal and external opportunities and challenges.  
  
16. Demonstrates inclusion through their own words and actions and is accountable for a safe workspace. Acts with kindness, curiosity and respect for others.  
  
17. Embracing and being open to incorporating Promega’s 6 Emotional & Social Intelligence (ESI) core principles in daily work.  
  
18. Understands and complies with ethical, legal and regulatory requirements applicable to our business.  
  
**KEY QUALIFICATIONS:**   
  
1. MBA or equivalent required; undergraduate degree in life science or forensics with 10 years or more of work-related experience and understanding of forensic implications of the business.  
  
2. 10+ years of leadership or management experience.   
  
3. Proven entrepreneurial experience developing new business opportunities, new technologies or products and managing a business through various stages of growth.  
  
4. Two or more years’ experience in Business Development activities to include identification of opportunity, development of term sheet, executing negotiated agreements. Ideally includes a variety of agreements such as supply, co-development, co-marketing, technology acquisition.  
  
5. In-depth understanding of the marketing functions including strategic and tactical marketing, marketing communications, market research, product management, distribution channels, competitive intelligence, and customer relationship management.  
  
6. Demonstrated ability to successfully synthesize and implement strategic business and marketing plans to various complexities of product portfolios.   
  
7. Good knowledge of existing and emerging distribution channels and how to employ them for competitive advantage.  
  
8. Exceptional public speaking skills needed to represent corporation at external meetings, conferences and organizations. Able to present high level information for multiple audiences based on analysis and facts.  
  
9. Executes sound judgment, analyzes issues, thinks strategically, creatively, and uses innovative ideas. Demonstrates exceptional problem solving, decision-making, conflict management, change management and negotiating skills.  
  
10. Effectively develops trust, respect and cooperation across all areas of the organization and staff levels. Ability to measure organizational effectiveness, manage career development, create and manage cross-functional teams.  
  
**PREFERRED QUALIFICATIONS:**   
  
1. MBA specialization in marketing management.  
  
2. Prior experience in direct sales or sales management.  
  
3. Prior business experience in sales, marketing or operations, employing DNA analysis in forensic and/or paternity markets.  
  
4. Can identify decision makers and decision-making process in the U.S. and/or European government grant process, validation and approval process for new technologies applicable to forensic and paternity market segments.  
  
5. Knowledge of the current technologies (STRs, DNA sequencing, sample storage and preparation) used in U.S. and/or European forensic and paternity market segments.  
  
**PHYSICAL DEMANDS:**   
  
1. Ability to use computer/Microsoft Office Applications.  
  
2. Ability to travel domestically and internationally up to 33% of the time.

At Promega, we value diversity and strive to create an inclusive workplace. We are proud to be an Equal Opportunity Employer, making employment decisions without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran status, disability, or any other protected class.