

Protecting the Vulnerable™



POSITION SPECIFICATIONS

Product Marketing Manager – Renal Care Instruments
22-APRIL-2021



ABOUT OUR COMPANY

Mesa Laboratories, Inc. (Mesa) is a global technology innovator committed to solving some of the most critical quality control and analytical challenges in the pharmaceutical, healthcare, industrial safety, environmental, food and beverage industries. Mesa offers products and services through four divisions (Sterilization and Disinfection Control, Instruments, Cold Chain Monitoring and Cold Chain Packaging), which help our customers ensure product integrity, increase patient and worker safety, and improve quality of life.

Today, each of Mesa's products and services play a role in ensuring the safety and efficacy of the products we use every day. No matter if it's the environment, products or people, Mesa is committed to Protecting the Vulnerable™.

Founded in 1982, Mesa went public in 1984. After 10 years of more than 15% growth per year, the company now has revenue above \$100M and a market cap above \$1B. Our growth is attributed to the 450+ dedicated employees who follow our customer-focused, lean-based value system, called *The Mesa Way!*. The Mesa Way! is based on four pillars that drive our work every day:

Measure What Matters: We take the customer's perspective, our "True North", both to measure what matters most to customers and to set absolute standards for performance. We manage to leading indicators, which drive us to proactively avoid problems.

Empower Teams: We move decision making as close to the customer as possible and provide the structure and real time communication forum to align the whole organization behind surpassing customer expectations.

Steadily Improve: We leverage a common and proven set of lean-based tools to prioritize our biggest opportunities, address those opportunities at root cause, and quickly implement change.

Always Learn: We ensure that improvements are sustained, enabling us to raise performance expectations and repeat the cycle of improvement. Equally, this cycle strengthens the Mesa team by providing endless learning opportunities for our employees and helps us to become an employer of choice in our communities.

Mesa Labs is located in the Denver area. [Learn on what Denver has to offer here.](#)

Position: **PRODUCT MARKETING MANAGER – RENAL CARE INSTRUMENTS**

Location of Position: Lakewood, CO

Reporting Relationship: This position reports to the General Manager & Vice President of Product Management & Engineering

Job Classification: Salaried

Supervisory Responsibilities: None

Scope of Position: This Commercially focused Product Marketing Manager role supports Mesa's Renal Care businesses including our DiallyGuard™ & IBP product lines and is responsible for developing short and long-term commercial plans, product roadmaps, and business cases.

- Essential Duties** Core duties and responsibilities include, but are not limited to, the following:
- **Marketing Campaigns** – lead marketing campaign development efforts to support programs and growth initiatives.
 - **Lead commercialization efforts** – executing on corporate strategy for target segments - develop value props, complete creative briefs, define marketing campaigns and sales enablement tools, and work directly with sales and marketing teams on campaign execution.
 - **Voice of customer (VOC)** – launch VOC efforts to gain a deep understanding of current & future customer applications and insights to determine engineering priorities, commercial plans, pricing, and business cases requirements.
 - **Product line strategy** – formulate and review corporate short and long-range plans, goals, and objectives for specific product or product line.
 - **Measure what matters** – define and implement key measures for overall commercial product health, communicate those measures regularly, and optimize based on results.
 - **Competitive analysis** – analyze competition and develop and utilize competitive intelligence to establish product positioning, sales force training and education.
 - **Clean-Up Legacy Portfolio** – lead cross functional team in developing end-of-life plans and inventory reduction for legacy SKUs as part of ongoing new product development efforts.
 - Model personal Lean Philosophy 5S behaviors in creating a continuously improving, clean, well-organized and self-maintaining work environment. Work closely with team members and others to motivate and improve 5S knowledge and implementation.
 - Follow a continuous improvement approach for team accountability for achieving high performance SQDC (Safety, Quality, Delivery, & Cost) targets through a visual work environment.
 - Comply with company ethics, code of conduct, policies, and best practices, with a commitment to safety in the workplace, valuing of diversity, and promotion of a harassment-free environment.

**Essential Duties
(continued):**

- Collaborate with hardware & software engineering partners to:
 - Translate strategy and vision to buildable features
 - Work with internal and external customers to compile and define requirements for new products as well as product enhancements
 - Prioritize product backlog to the affected platform product teams—weighing risk, user/customer value, dependencies, and effort against business objectives
 - Generate quantitative data to develop good business decisions
 - Test prototypes with customers, users, and other stakeholders
 - Adapt and balance technical constraints with stakeholder needs
 - Break big ideas into small, achievable parts with clear goals and measures for success
 - Deliver on timeline commitments
 - Build trust and strong relationships
 - Update stakeholders timely and continually regarding commercial product development work, weighing costs and benefits with a focus on always delivering value
- Perform other duties as assigned by management.

**Professional
Qualifications:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The categories listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience:

- Three or more years of experience with Product Management required
- Three or more years of experience with Product Marketing required
- Renal Care market experience required
- Experience in Solution Development – Hardware, Software, and Services
- Previous medical device or regulated industry experience
- Strong history of collaboration with the commercial teams
- Cross functional team leadership
- Project and/or Program Management experience
- Bachelor's degree required
- Masters in related field preferred

Skills, Knowledge and Abilities:

- Customer Understanding
- Bias for Action
- Experiment
- Influence
- Proven track record of consistently achieving product management success
- Excellent communication skills; written and verbal
- 25% Travel Required

The Mesa Way Expectations: This position is an **Individual Leader** focused on individual accountability, teamwork, and cross-functional collaboration. Leadership by example at every level. Proactive daily management.

Pillar #1 – Measure What Matters

- **Customer Centric & Game Plan** - Demonstrates a deep understanding of customer needs based on first-hand, fact-based information/observation. Able to clearly articulate how best to address the customers' needs. Understands how work impacts customers. Dedicated to exceeding customer expectations. Seeks and uses customer information to improve products, services, and processes.
- **Critical Few** – Balance urgency and importance. Adapts to changing needs and prioritizes investment of time toward the greatest impact.
- **Clear Direction and Buy In** – Simplifies deep domain expertise, enabling broader team understanding and ability to contribute/build upon shared insights.
- **Stretch Goals That Drive Innovation** – Sets goals that stretch self and team. Balances ability to commitment time/resources with aspirations.

Pillar #2 – Empower Teams

- **Ownership at Point of Impact** – Supports team development. Constantly on the lookout for potential talent additions to the Mesa team. Create an environment of ownership by the team at the point of impact. Front line ownership and accountability both individual and team objectives.
- **Coach vs. Direct** – Understands and subscribes to goals and converts to action without step by step direction. Open minded and nimble. Vocalize and learn from mistakes as an opportunity for growth and improvement. Demonstrates concern for value of others. Listens well and is genuinely interested in win/win solutions.
- **Fact Based Decisions** – Understand personal metrics and how they align with overall company performance and strategy. Set the example of prioritization according to the decision-making and problem-solving principles.
- **Proactive and Urgent** – Relentlessly identifies the critical few and prioritizes them. Expeditiously brings complete closure. Turns strategies/opportunities into actionable plans. Inquisitive and curious. Effectively manages personal time with business priorities.
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Pillar #3 – Steadily Improve

- **Seeks a Better Way** – Proactively makes recommendations for improvement and engages fully in Daily Management. Driven by winning and success! Holds themselves accountable for results and celebrate successes Actively and effectively participates in Kaizen teams.
- **Problem Solve to Root Cause** – Balance urgency and importance. Adapts to changing needs and prioritizes investment of time toward the greatest impact. Correctly defines and scopes complex problems. Looks beyond obvious symptoms and drives to root cause using discipline and logic. Leverage A3 Thinking and problem-solving tools as an important team contributor. Be methodical and comprehensive, drive to the details for good Gemba analysis. Willingness to iterate to arrive at root cause. Don't cut corners.
- **Experiment** – Views current state as experimental; continuously seeks and shares areas of improvement. Balances planned execution with ability to communicate with valuable market feedback to management.
- **Bias for Action** – Balances fact-based decision making with learning-by-doing. Be proactive! Show comfort with experimentation to validate concepts vs. waiting for 100% certainty. Views failures as learning opportunities.

The Mesa Way

Expectations (continued): Pillar #4 – Always Learn

- **High Expectations** – Sets goals that stretch self and team. Balances ability to commitment time/resources with aspirations.
- **Transparent Two-Way Communication** – Direct and honest, presents the truth transparently and with respect. Willing to admit mistakes as an opportunity for growth and improvement. Viewed as direct, truthful, and genuine.
- **Passion for Teaching and Learning and Continuous Feedback** – Proactively seeks / provides feedback to develop self and support development of others. Actively pursues new learning opportunities.
- **Humility and Self Awareness** – Open-minded and seeks to understand. Seeks and acts on feedback: both positive and negative. Understand your impact on others. Treats others with respect.

Physical Demands: While performing the duties of this job, the employee is regularly required to stand or sit for extended periods of time. If reasonable, requests regarding ergonomic concerns will be considered. For individuals with disabilities, accommodations may be made to perform the essential functions. Occasional lifting is required.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

This is a high volume, high energy manufacturing facility that works to meet manufacturing deadlines. An enthusiastic, positive attitude is highly encouraged and conducive to a productive successful atmosphere. Common sense judgments and problem solving is desirable. Must have the ability to handle repetitious and tedious job functions.

A typical office environment and biological laboratory environment comprise the bulk of the work environment for this position. The noise level in the work environment is moderately quiet.

Compensation: Salary, incentive bonuses, and equity will be offered commensurate with the successful candidate's experience and qualifications. Benefits include medical, dental, vision, life, accidental death and dismemberment, short term and long-term disability, Paid time off, paid holidays, 401k retirement with company match.

Additional Company Information: Mesa has a defined pathway for continued high growth rates. In 2015, share price was \$50; it has grown to more than \$200 per share in 2019. Mesa has committed to increased focus in the areas of Research & Development and Mergers and Acquisitions.

Mesa's new Executive Leadership Team and Board Members have a deep understanding and experience transforming and growing midsize organizations. Leadership, Management and the Board are committed to cultural transformation – addressing organizational opportunities and challenges head on.

Mesa is a fast-paced organization that challenges old ways of thinking to capture the vast opportunities available. Mesa is committed to continuous improvement (CI) which is fully supported by the executive team and Board of Directors. CI also included significant investments across the organization.

Please forward resumes to Jordan.dean@mesalabs.com

***Mesa Labs is an Equal Employment Opportunity Employer.
Mesa Labor prohibits unlawful discrimination and harassment against applicants or employees based on age, race, sex, color, religion, creed, national origin or ancestry, disability, military status, sexual orientation, or any other status protected by applicable state or local law.***