



## **SR. PRODUCT MANAGER**

If you are driven by innovation, fueled by scientific curiosity, and committed to making a positive impact on the global pharmaceutical community, you've come to the right place. VGXI is a leading plasmid DNA manufacturer reshaping the market to support next-generation treatments for patients around the world. At VGXI, we've cultivated a workplace that people genuinely enjoy being a part of, and we take immense pride in the role they play in shaping our success story. We embrace a culture of quality in our products and in our people.

Reporting to the Director of Marketing, the Sr. Product Manager will play a crucial role in supporting VGXI's overall business objectives. The Sr. Product Manager will be expected to deploy best practices in the execution of managing VGXI's product portfolio, lifecycle management, new product introductions, overall product strategy, and conducting in-depth voice of customer interviews. The Sr. Product Manager will also be expected to work cross-functionally, while functioning as a nexus for driving key initiatives forward. Agility to pivot as ad hoc projects arise is within the job scope as well.

### ***ESSENTIAL DUTIES and RESPONSIBILITIES***

- Develop and execute a strategic vision for the company's product portfolio, considering market trends, customer needs, and business objectives.
- Develop an in-depth understanding of the needs and usage profiles of different target users for product and prioritize solutions to those needs.
- Conduct market research and competitive analysis to identify market opportunities and stay informed about industry trends.
- Utilize voice of customer to understand customer unmet needs and identify opportunities for product improvements or new product development.
- Work closely with cross-functional teams, including R&D, manufacturing, and quality assurance, to ensure successful product development, launch, and ongoing support.
- Develop pricing strategies that maximize profitability while meeting customer expectations.
- Work with marketing to plan and execute product launches, including go-to-market strategies, developing collateral, conducting training sessions, and coordinating with field teams to ensure successful product uptake.
- Monitor product KPI throughout the product life cycle to identify areas for improvement and data and insights-driven decision-making.
- Working closely with quality and regulatory teams, stay up to date with industry regulations and compliance requirements, ensuring that products meet all necessary regulatory standards.

***EDUCATION and/or EXPERIENCE***

- 5+ years' of experience in product management, preferably in the pharmaceutical or biotechnology industries. Experience in CDMO or related fields is highly desirable.
- Familiarity with plasmid DNA manufacturing or viral vector related applications such as vaccines and gene therapies are highly desirable.
- Demonstrated ability to think analytically and creatively, and develop strategies based on data and insights.
- Deep understanding of customer needs and the ability to advocate for the customer throughout the product development and manufacturing processes.
- Proven experience working collaboratively with cross-functional teams, including R&D, manufacturing, quality assurance, and regulatory affairs.
- Excellent presentation and communication skills, with the ability to clearly articulate product vision, requirements, and updates to technical and non-technical stakeholders.
- Able to join client meetings as a subject matter expert.
- Strong business sense and understanding of financial concepts, with the ability to develop pricing strategies and revenue models that drive profitability.
- Familiarity with regulatory requirements and compliance such as FDA regulations, GMP, and ICH guideline applicable to plasmid DNA manufacturing market is highly desirable.

Equal Opportunity Employer