

Chief Commercial and Marketing Officer

Job Description

Company

Naviswiss is a fast-growing company with its headquarter in Switzerland and with an own subsidiary in the US. Naviswiss has made surgical navigation smarter and smaller and puts it in the hands of the orthopedic surgeon.

A strong interdisciplinary team of engineers, marketing specialists and regulatory experts at Naviswiss ensures continuous innovation and a successful global product launch.

Position and Responsibility

We are looking for a passionate and start-up driven individual with a solid understanding and experience of the Orthopedic Joint industry. This position is a critical enabler to further drive the Naviswiss success story and ensure the growth strategy and the ongoing success of Naviswiss.

The position as the Chief Commercial and Marketing Officer includes the following responsibilities:

- Develops the business plan and is responsible to achieve the international sales targets including distributor management according to the defined sales strategy for all markets except the US.
- Develops the global marketing plan in cooperation with relevant stakeholders, identifies appropriate concepts and messages and is responsible for the execution of the plan.
- Manages the network of existing Key Opinion Leaders, establishes further KOL relationships and ensures appropriate presentations of these KOLs in national and international events.
- Reports directly to the CEO and is part of the Executive Management Team.
- Actively monitors market trends, collects customer feedback and transforms these insights into user needs for updates of the system and further developments.
- Ensures successful event planning and management to showcase products and create brand awareness.
- Cultivates and manages relevant internal and external relationships

Required Skills and Track Record

- Must have: Candidate has a strong startup mentality, is self-driven and has a hands-on approach. Candidate is used to drive tasks on its own with third parties or with only minimal internal support.
- Must have: Candidate has at least 5 years successful working experience in the Orthopedic Joint industry in relevant sales and marketing positions.
- Must have: Candidate is Swiss based with the local office in Brugg / Switzerland. Written and spoken German is a nice to have.
- Must have: Internationally oriented, ability to establish effective business relationships in different cultures (e.g. Japan, Australia, US)
- Must have: Strong Marketing and sales-oriented personality
- Nice to have: Orthopedic Navigation experience

Applications

Jan Stifter, CEO

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No headhunters or agencies please