



Morgan
McKinley

【外資系ゲノミクス企業】マーケティングマネージャー

グローバル経営層と連携し、ゲノミクス分野における事業成長を牽引するポジション。

Job Information

Recruiter

Morgan McKinley

Job ID

1618815

Industry

Bank, Trust Bank

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

October 21st, 2026 21:53

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native Level

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

東京を拠点に、ゲノミクス分野をリードするグローバル企業で、日本市場のマーケティング戦略を担うポジションです。

新製品の市場投入からマーケティング施策の企画・実行まで幅広く担当し、日本市場での事業成長を推進します。

日本市場のマーケティング戦略を主導し、グローバル経営層と連携しながら、ゲノミクス分野の事業成長を牽引できるポジションです。

主な職務内容

- 日本の研究・臨床市場における事業拡大に向けた、中長期のマーケティング戦略の立案・実行
- デジタルツール、学会、アカウントベースドマーケティング（ABM）を活用した新製品の市場投入およびマーケティング施策の推進
- リード数、営業転換率、マーケティング投資対効果（ROI）を分析し、地域の売上目標達成を支援

- 国内の営業チームや販売代理店と連携し、科学的知見に基づく営業資料、導入事例、トレーニング資料を提供
- 日本市場のニーズや規制要件を地域・グローバルのマーケティングチームに共有し、施策に反映

Join a global leader in **genomics and molecular diagnostics** as a Marketing Manager, leading Japan's marketing strategy and driving commercial growth across the life sciences, biotechnology and clinical diagnostics markets.

Based in Tokyo, you will develop and execute a multi-year marketing strategy to strengthen the company's presence in Japan's research and clinical markets. You will lead **new product launches, digital marketing campaigns, scientific conferences and account-based marketing (ABM)** initiatives to accelerate customer acquisition and support revenue growth.

Working closely with Japan's commercial leadership, distributors and regional and global marketing teams, you will translate complex scientific technologies into compelling customer-focused marketing strategies.

This is an excellent opportunity for an experienced **Life Sciences Marketing Manager** to join the Japan leadership team, shape commercial strategy and support innovative genomic technologies that advance disease diagnosis, precision medicine and clinical research.

Key Responsibilities

- Develop and execute a **multi-year Japan marketing strategy** to expand business across the research, clinical diagnostics and genomics markets.
- Lead **new product launches** for advanced genetic analysis, genomics and molecular diagnostics technologies.
- Plan and execute integrated marketing campaigns using **digital marketing, scientific conferences and account-based marketing (ABM)**.
- Monitor and analyse marketing-generated leads, sales conversion rates and **return on marketing investment (ROMI)** to support regional revenue targets.
- Collaborate with Japan's commercial and sales teams to align marketing activities with business priorities and customer needs.
- Partner with local distributors to develop scientific sales materials, customer case studies, presentations and training resources.
- Translate complex genomic and molecular biology technologies into clear, compelling marketing messages for researchers, clinicians and commercial customers.
- Work with regional and global marketing teams to ensure **Japan-specific market requirements and regulatory considerations** are reflected in marketing strategies.
- Use commercial data, market insights and campaign performance metrics to identify growth opportunities and improve marketing effectiveness.
- Build strong cross-functional relationships to ensure effective execution of marketing initiatives across Japan.

Required Skills

必須条件 経験・資格：

- ライフサイエンス、バイオテクノロジー、ゲノミクス、診断分野におけるマーケティング経験 8年以上
- チーム、プロジェクト、または営業関連施策のリード経験 1〜3年以上
- 遺伝子解析のワークフローおよび分子生物学技術に関する知識
- 大卒以上、または同等の学歴

ソフトスキル：

- グローバル組織において、部門横断的なチームを動かし、合意形成を進める能力
- 専門的な内容を、多様な対象者に伝わる明確で説得力のあるメッセージに落とし込む能力
- 営業データの分析や論理的思考に基づく意思決定力
- 社内の経営層や外部の販売代理店と良好な関係を構築するコミュニケーション能力

語学力：

- 日本語：ネイティブレベル
- 英語：ビジネスレベル

歓迎条件

- ライフサイエンス分野の修士号（M.Sc.）または博士号（Ph.D.）
- MBAまたは同等のビジネス関連資格
- 日本市場における先進的なゲノム解析・診断プラットフォームの市場投入経験

採用企業について

ゲノミクス・分子診断分野をリードするグローバル企業です。遺伝子解析のための先進的な機器・検査技術を開発し、疾患の早期発見、個別化医療、臨床研究の発展を支えています。

日本では、主要な大学、病院、研究機関、検査ラボなどと連携し、医療・研究分野における先進技術の活用を推進しています。

この求人がおすすめの理由

- 日本のリーダーシップチームの一員として、東京から事業戦略を推進
- 疾患診断の向上や人々の健康に貢献する先進技術に携われる
- 地域・グローバルの経営層と密接に連携できる環境

- 最先端の科学技術への投資を重視する、革新的でミッション志向の企業文化
- 基本給1400万円〜応相談

転職のご相談もお気軽にどうぞ。

Required Skills and Qualifications **Experience:**

- **8+ years of marketing experience within the life sciences, biotechnology, genomics or diagnostics industries .**
- **1-3+ years of experience leading teams, projects or commercial initiatives .**
- Strong technical understanding of **genetic analysis workflows, molecular biology technologies and related scientific applications.**
- Experience developing and executing marketing strategies, product launches or commercial marketing programmes.
- Experience using marketing performance data, lead generation metrics and sales conversion analysis to guide commercial decisions.
- Experience collaborating with sales teams, distributors and cross-functional stakeholders.
- Bachelor's degree or equivalent higher education.

Soft Skills:

- Strong ability to influence cross-functional teams and build consensus within a complex global matrix organisation.
- Excellent communication and presentation skills, with the ability to explain **complex scientific concepts in clear, customer-focused language.**
- Commercially focused and analytical mindset, with the ability to use data to make informed business decisions.
- Strong relationship-building skills when working with internal leadership, sales teams and external distributor partners.
- Strategic thinking and project management capabilities to drive marketing initiatives from planning through execution.
- Collaborative approach to working with regional and global stakeholders while representing Japan's market needs.

Language Requirements:

- **Japanese:** Native level.
- **English:** Professional working proficiency for regional and global business communication.

Preferred Skills & Qualifications

- **Master of Science (M.Sc.) or Ph.D.** in a life sciences discipline.
- **Master of Business Administration (MBA)** or equivalent business qualification.
- Proven experience launching **advanced genomics or molecular diagnostics platforms** in the Japanese market.
- Experience marketing genetic analysis technologies to research institutions, hospitals or clinical laboratories.
- Knowledge of Japan's life sciences, biotechnology and clinical diagnostics market.
- Experience working closely with global marketing teams within an international scientific technology company.

About the Company

Our client is a **global leader in genomics and molecular diagnostics** , developing advanced technologies and tools for genetic analysis.

Its systems and diagnostic solutions help scientists and healthcare professionals unlock the potential of genomic information to support **early disease detection, precision medicine and advanced clinical research** .

In Japan, the company collaborates with leading universities, hospitals, research institutions and commercial laboratories to expand access to innovative healthcare technologies.

With a strong focus on scientific advancement and innovation, the organisation provides opportunities to contribute to technologies that support better disease diagnosis and improve human health worldwide.

Why You'll Love Working Here

- Join the **Japan leadership team** and directly influence marketing and commercial strategy from Tokyo.
- Lead marketing initiatives for **advanced genomics, molecular diagnostics and genetic analysis technologies** .
- Contribute to innovative scientific solutions supporting early disease detection, precision medicine and clinical research.
- Gain **high visibility with regional and global executive leadership** , collaborating on strategic business priorities.
- Take ownership of Japan's marketing strategy, new product launches and commercial growth initiatives.
- Work within an **innovative, mission-driven international organisation** that invests in cutting-edge scientific technologies.
- Benefit from **remote and work-from-home options** to support flexible working arrangements.
- Enjoy **flex-time options** for improved work-life balance.
- Build your career at the intersection of **life sciences innovation, strategic marketing and commercial leadership** .
- Receive a competitive annual compensation package of **¥14M-¥17M**.

Don't Miss Out - Apply Now!

Company Description

Morgan McKinleyは国際的な人材コンサルティング会社として、さまざまな業界・分野をリードする採用企業様と、スペシャリストとしてのスキルを有する人材とを結びつけるお手伝いをしています。1988年の創立以来、Morgan McKinleyの名は、「卓越した質のサービス」「市場知識の豊富さ」「No.1企業であり続けようとする強い意志」、そして何よりも「実績」を体現する会社として知られています。

リクルーティング スペシャリストである弊社コンサルタントまでお気軽にお問い合わせください。