【大手外資系医療機器メーカー】製品マーケティングマネージャー

重要製品の事業を担い、日本市場の声をグローバル製品戦略へ

Job Information

Recruiter
Morgan McKinley

Job ID
1618816

Industry
Bank, Trust Bank

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
Negotiable, based on experience

Refreshed
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General Requirements

Minimum Experience Level
Over 3 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、世界的な医療機器メーカーで日本市場の製品マーケティングを担うポジションです。

Associate Marketing Manager として、中長期のマーケティング戦略の立案から新製品の市場投入まで幅広く担当。日本市場のニーズをグローバル本社に伝え、製品戦略に反映します。

重要な医療製品群の事業全体を担い、日本市場の声をグローバルの製品戦略に反映しながら、革新的な医療技術を通じて患者の治療成果の向上に貢献できます。

主な職務内容

- 日本市場における医療機器の中長期マーケティング戦略・新製品投入計画の立案と実行
- グローバル本社と国内チームの主要な窓口として、日本市場のニーズを共有
- 市場動向、競合の動き、価格体系、病院の販売データを分析し、事業判断を支援

- 主要な専門医、臨床スペシャリスト、関連学会との関係構築
- 国内営業担当者や販売代理店向けに、日本市場に適したマーケティングツール、競合対策資料、臨床プレゼン資料を提供し、トレーニングを実施
- 薬事、品質保証、メディカルアフェアーズ部門と連携し、法規制・業界基準への準拠と安定供給を推進

Join a leading global **medical device and healthcare technology company** as an Associate Marketing Manager, driving product marketing strategy, new product launches and commercial growth across the Japanese healthcare market.

Based in Tokyo, you will develop and execute multi-year marketing strategies for medical devices and clinical solutions, helping expand the company's presence across hospitals and healthcare institutions throughout Japan.

As a key link between global headquarters and local commercial teams, you will represent Japan's market needs while shaping **product positioning, pricing strategies, portfolio development and go-to-market plans** .

You will also collaborate with sales teams, distributors, medical professionals and internal regulatory stakeholders to bring innovative healthcare technologies to market.

This is an excellent opportunity for an experienced **Medical Device Product Marketing professional** to take ownership of a healthcare portfolio, influence global product strategies and contribute to better patient outcomes across Japan.

Key Responsibilities

- Develop and execute **multi-year product marketing strategies** for medical devices and healthcare solutions across Japan.
- Lead **new product launches and go-to-market planning**, ensuring effective product positioning and commercial execution.
- Act as the primary liaison between global headquarters and local teams, communicating Japan-specific customer needs, market conditions and commercial priorities.
- Analyse **healthcare market trends, competitor activities, pricing models and hospital sales data** to support strategic business decisions.
- Build and maintain relationships with **key opinion leaders (KOLs), clinical specialists and medical societies** .
- Develop localised marketing materials, competitive battlecards and clinical presentations to support commercial teams.
- Train direct sales representatives and distributor networks on product positioning, clinical value and competitive differentiation.
- Collaborate with Regulatory Affairs, Quality Assurance and Medical Affairs teams to support **healthcare compliance and reliable product supply**.
- Work with cross-functional stakeholders to align local marketing initiatives with global product strategies.
- Translate clinical and commercial insights into actionable recommendations that support portfolio performance and market growth.

Required Skills

必須条件 経験・資格：

- 医療機器・ヘルスケア業界における製品マーケティングの実務経験5年以上
- 日本の医療市場における新製品の市場投入実績
- 日本の病院の購買制度、販売代理店ネットワーク、臨床現場での意思決定プロセスに関する理解
- 経営学、マーケティング、ライフサイエンス、生体医工学など関連分野の学士号

ソフトスキル：

- 複雑な臨床データや市場データを分析し、明確な事業提案に落とし込む能力
- 直接の指揮命令権がなくても、関係者を巻き込み、部門横断的な協働を推進する能力
- 経営層や医師に対して、明確かつ説得力のあるプレゼンテーションを行う能力
- 高い倫理観を持ち、医療業界のコンプライアンス規範を厳守する姿勢

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

- MBAまたは関連分野の修士号
- SalesforceなどのCRMツールやデータ分析プラットフォームの実務使用経験

採用企業について
世界各国で患者の命と健康を支える、医療・ヘルスケアテクノロジー分野のグローバル企業です。

プライマリケア、急性期医療、外科医療などの現場で使用される医療機器、病院向け製品、治療関連ソリューションの開発・製造・販売を手がけています。

この求人がおすすめの理由

- 東京中心部を拠点に、重要なヘルスケア製品群の事業全体を担う
- 日本市場の「声」をグローバルの製品戦略に反映できる

- 革新的な医療技術を通じて、日本の患者の治療成果の向上に貢献
- 大手グローバルヘルスケア企業で、長期的なキャリア形成を目指せる
- 基本給1,100万円〜応相談

転職のご相談もお気軽にどうぞ。

Required Skills and Qualifications **Experience:**

- **5+ years of commercial product marketing experience in the medical device or healthcare industry** .
- Proven track record of successfully managing **new product launches in the Japanese healthcare market** .
- Strong understanding of **Japanese hospital purchasing systems, medical device dealer networks and clinical decision-making processes**.
- Experience developing product marketing strategies, commercial launch plans or go-to-market initiatives.
- Experience analysing market trends, competitor activity, pricing and sales performance to support business decisions.
- Experience collaborating with sales teams, distributors and cross-functional business stakeholders.
- Bachelor's degree in **Business, Marketing, Life Sciences, Biomedical Engineering** or a related discipline.

Soft Skills:

- Strong analytical thinking, with the ability to transform complex clinical and market data into clear business recommendations.
- Excellent relationship-building and influencing skills, including the ability to work effectively across teams without direct authority.
- Strong presentation and communication skills when engaging **executive leaders, medical doctors and commercial stakeholders**.
- Strategic and commercially focused mindset with the ability to balance market opportunities and business priorities.
- High personal integrity and a strong commitment to **healthcare industry compliance and ethical business practices**.
- Collaborative approach to working with global headquarters, local teams and external healthcare partners.

Language Requirements:

- **Japanese:** Native level.
- **English:** Business level for communication with global headquarters and international stakeholders.

Preferred Skills & Qualifications

- **MBA or a relevant master's degree** in Business, Marketing, Life Sciences or a related field.
- Practical experience using **CRM platforms such as Salesforce** .
- Experience with modern **data analytics tools** to evaluate market performance and commercial opportunities.
- Experience working within a global medical device or healthcare technology organisation.
- Exposure to product portfolio management and collaboration with international product teams.
- Established professional relationships with Japanese healthcare professionals, clinical specialists or medical societies.

About the Company
Our client is a **renowned global healthcare and medical technology company** dedicated to saving and sustaining patient lives worldwide.

The organisation develops, manufactures and commercialises essential **medical devices, clinical tools, hospital supplies and therapeutic solutions** used across primary care, acute care and surgical environments.

Through its healthcare technologies, the company supports medical professionals in delivering effective treatment and improving patient outcomes.

With an international presence and a strong focus on healthcare innovation, the organisation offers opportunities for marketing professionals to contribute to products that make a meaningful difference in patients' lives.

Why You'll Love Working Here

- Become the **strategic voice of Japan**, directly influencing global product strategies and development roadmaps.
- Take ownership of product marketing and commercial strategy for an important **medical device and healthcare portfolio**.
- Lead new product launches and go-to-market initiatives in the Japanese healthcare market.
- Work with **innovative clinical technologies** that help improve patient care and treatment outcomes.
- Build relationships with leading medical professionals, clinical specialists and global business stakeholders.
- Gain valuable exposure to global headquarters and international product marketing teams.
- Develop your career within a **major international healthcare and medical technology company** with long-term growth opportunities.
- Benefit from **remote and work-from-home options** to support flexible working arrangements.
- Enjoy **flex-time options** for improved work-life balance.
- Receive a competitive annual compensation package of **¥11M-¥14M**.

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。