【外資系医療機器】プロダクトマネージャー｜自己免疫疾患領域

業務時間の約90%を上流の戦略立案に充てられるポジションです

Job Information

Recruiter
Morgan McKinley

Job ID
1621652

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 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

大手外資系医療診断機器メーカーにて、**IVD・自己免疫疾患**などの専門領域を対象に、日本市場の製品戦略から上市、事業成長までを担うマーケティングリーダーの募集です。

業務時間の**約90%**を上流の戦略立案に充て、グローバル製品の選定・事業化から、営業主導型から戦略的マーケティング主導型への組織変革まで、大きな裁量を持ってリードできます。

医療・ライフサイエンス業界でのマーケティング経験を活かし、専門性を深めながら、より経営に近い立場で事業戦略や組織変革に挑戦したい方におすすめです。

主な職務内容

仕事内容

- 日本市場における売上・利益目標の達成に向けた、5カ年事業戦略の策定および年度予算の立案
- 米国本社の製品ポートフォリオから、日本市場に導入する新製品の選定・優先順位付け
- 新製品導入プロセス全体のリード（薬事申請、保険償還対応、上市計画の策定・実行）
- 検査ラボの顧客を対象とした販促資材・訴求メッセージの作成および営業戦略の立案
- 米国本社および国内各部門と連携し、事業目標の共有・推進と業務上の課題解決

Are you an experienced Product Manager in medical devices, in vitro diagnostics (IVD), pharmaceuticals, or life sciences looking to take ownership of product strategy and new product launches in Japan?

Join a leading global medical diagnostics manufacturer in Tokyo as a Product Manager - Autoimmune Disease, where you will drive upstream marketing strategy, portfolio planning, and the commercialisation of innovative diagnostic products for the Japanese healthcare market.

This is a highly strategic position, with approximately 90% of your time dedicated to upstream marketing, including long-term business planning, product selection, market segmentation, and launch strategy rather than routine promotional activities.

You will collaborate closely with US headquarters and local Japanese teams to introduce new diagnostic technologies, strengthen market positioning, and accelerate sustainable business growth.

This opportunity is ideal for a healthcare marketing professional with successful end-to-end product launch experience who wants to make a measurable impact in a growing diagnostics business.

Key Responsibilities

- Strategic Product Marketing: Develop and execute a five-year strategic business plan for Japan, establishing long-term growth priorities, market opportunities, and product portfolio objectives.
- Budget & Financial Planning: Set annual budgets, monitor business performance, and develop marketing strategies to achieve revenue and profitability targets.
- Global Product Portfolio Management: Evaluate, select, and prioritise new diagnostic products from the US portfolio for introduction into the Japanese healthcare market.
- New Product Launch Management: Lead the entire product launch lifecycle, from initial product selection and market assessment through regulatory submission, reimbursement planning, and commercial launch.
- Upstream Marketing & Market Analysis: Conduct market segmentation, customer targeting, competitive analysis, and product positioning to identify growth opportunities and strengthen market competitiveness.
- Regulatory & Reimbursement Coordination: Collaborate with relevant internal teams to support Japanese regulatory submissions, reimbursement considerations, and market access planning.
- Marketing Communications & Sales Enablement: Develop promotional materials, product messaging, value propositions, and sales strategies tailored to hospitals and clinical laboratory customers.
- Customer & Market Development: Identify opportunities to expand into new customer segments, including clinical laboratories and other diagnostic testing providers.
- Global & Local Stakeholder Collaboration: Partner with US headquarters and Japanese commercial, regulatory, and cross-functional teams to align business priorities and resolve operational challenges.
- Business Growth & Commercial Excellence: Support the transition towards a more strategically driven marketing organisation while strengthening long-term product performance and market expansion.

Required Skills

必須条件 経験・資格：

- **医療機器**、医薬品、ライフサイエンス、**IVD（体外診断）**業界におけるマーケティング実務経験
- 新製品の企画・導入から上市まで、一連のローンチプロセスを主導した経験
- 市場セグメンテーション、ターゲティング、製品ポジショニング戦略に関する知識・実務能力
- 大学卒業以上

ソフトスキル：

- **関係構築力** 医療従事者や社内関係者との信頼関係を構築する力
- **主体性・自律遂行力** 自ら判断・行動し、プロジェクトを主体的に推進する力
- **コミュニケーション能力** 異文化への理解と配慮を持ち、多様な関係者と協働する力
- **課題対応力・レジリエンス** 困難な状況にも柔軟かつ誠実に対応し、課題を解決する力
- **学習力・適応力** 新たな臨床領域や製品知識を継続的に習得する力

語学力：

- **日本語：**流暢
- **英語：**ビジネスレベル以上（海外とのやり取りあり）

歓迎条件

- **MBA**（経営学修士）
- IVD（体外診断）、または自己免疫疾患領域に関する知識・実務経験
- 日本の医療関連規制、保険償還制度、病院の営業プロセスに関する知識
- 中規模検査ラボなど、新たな顧客セグメントへの事業展開・市場開拓経験

採用企業について
大手外資系医療診断機器メーカー。

日本市場では、国内の大手病院や民間検査ラボに対し、専門性の高い検査機器、試薬、ソフトウェアソリューションを提供しています。

自己免疫疾患の検査、急性期医療、専門的な血液検査など、医療において重要性の高い領域に注力しています。

この求人がおすすめの理由

- **外資系大手の成長部門：**継続的に二桁成長を達成している事業部門で活躍できる
- **戦略に集中できる環境：**業務時間の**約90%**を、定型的な販促業務ではなく、上流のマーケティング戦略立案に充てられるポジション
- **グローバル製品の事業化をリード：**幅広いグローバル製品ポートフォリオから、日本市場に導入する製品の選定・事業化を主導できる
- **マーケティング組織の変革を牽引：**営業主導型から戦略的マーケティング主導型への組織変革をリードできる
- **万全の引き継ぎ体制：**現任者から、十分な業務引き継ぎと知識移転を受けられる環境
- **在宅勤務可**

Required Skills and QualificationsExperience:

- Healthcare Marketing Experience: Professional marketing experience within medical devices, pharmaceuticals, life sciences, in vitro diagnostics (IVD), or another healthcare-related industry.
- New Product Launch Experience: Proven experience successfully leading at least one complete new product launch, from initial planning through commercial introduction.
- Product Marketing Strategy: Practical knowledge of market segmentation, customer targeting, and product positioning, with the ability to explain and apply these concepts to commercial strategies.
- Strategic Planning: Ability to develop marketing plans, evaluate business opportunities, and align product strategies with revenue and growth objectives.
- Cross-Functional Collaboration: Experience working with commercial, marketing, and other internal stakeholders to support product development or launch activities.
- Education: Bachelor's degree.

Soft Skills:

- Relationship Building: Ability to establish strong, trusting relationships with healthcare professionals, customers, and internal stakeholders.
- Ownership & Initiative: Proactive approach to decision-making, with the confidence to take responsibility and independently drive projects forward.
- Cross-Cultural Communication: Strong emotional intelligence and sensitivity to cultural differences when collaborating with Japanese and international teams.
- Resilience & Professionalism: Ability to manage challenges constructively while demonstrating humility, integrity, and accountability.
- Curiosity & Continuous Learning: Strong interest in expanding clinical knowledge and developing expertise in new diagnostic technologies and therapeutic areas.
- Strategic Thinking: Ability to connect market insights, customer needs, and commercial priorities to develop effective product strategies.
- Collaboration & Influence: Strong interpersonal skills to align stakeholders and support successful product launches across multiple business functions.

Language Requirements:

- Japanese: Native-level proficiency for communication with healthcare professionals, customers, and internal stakeholders in Japan.
- English: Business-level proficiency for effective collaboration with US headquarters and international teams.

Preferred Skills & Qualifications

- MBA Qualification: Master of Business Administration (MBA) degree.
- IVD Industry Experience: Previous experience in in vitro diagnostics, clinical laboratory testing, or medical diagnostic products.
- Autoimmune Disease Knowledge: Familiarity with autoimmune diseases, related diagnostic technologies, or specialised laboratory testing.
- Japanese Regulatory Knowledge: Understanding of medical device or diagnostic product regulations and regulatory submission processes in Japan.
- Reimbursement & Market Access: Knowledge of Japanese healthcare reimbursement requirements and their impact on diagnostic product commercialisation.
- Hospital & Laboratory Sales Cycles: Understanding of purchasing processes, commercial decision-making, and sales cycles within hospitals and clinical laboratories.
- New Market Development: Experience expanding healthcare products into new customer segments, including mid-sized clinical laboratories.
- Portfolio & Commercial Strategy: Experience evaluating new product opportunities, managing product portfolios, or developing long-term healthcare business strategies.

About the Company
Our client is a leading global medical diagnostics manufacturer providing specialised diagnostic instruments, reagents, and software solutions to major hospitals and commercial clinical laboratories across Japan.

The organisation focuses on important healthcare fields, including autoimmune disease diagnostics, acute care testing, and specialised blood diagnostics, supporting healthcare professionals with technologies that contribute to accurate and effective clinical testing.

With an established presence in Japan and access to a broad international product portfolio, the company combines global diagnostic innovation with local market expertise.

Its diagnostics business is experiencing sustained double-digit growth, creating opportunities for strategic product management, new product introductions, and expansion into additional customer segments.

The organisation is also strengthening its strategic marketing capabilities, offering an opportunity to influence how innovative diagnostic products are selected, positioned, and launched in Japan.

Why You'll Love Working Here

- Attractive Compensation: Annual salary of ¥11M-¥14M, offering a rewarding opportunity for experienced healthcare and diagnostics marketing professionals.
- Strategic Upstream Marketing Focus: Spend approximately 90% of your time on upstream marketing, including portfolio strategy, market analysis, product selection, and long-term business planning.
- Product Ownership: Take direct responsibility for identifying, prioritising, and commercialising innovative diagnostic products from a broad global portfolio.
- Strong Business Growth: Join an established diagnostics business unit delivering continuous double-digit growth.
- Marketing Transformation Opportunity: Play an important role in the transition from a sales-driven commercial approach towards a strategically focused marketing organisation.
- End-to-End Product Launch Leadership: Lead new diagnostic product introductions from market assessment and regulatory planning through commercial launch.
- Global Collaboration: Work closely with US headquarters and Japanese cross-functional teams, gaining exposure to international product strategies and decision-making.
- Structured Knowledge Transfer: Benefit from a comprehensive handover and knowledge transfer process from the outgoing incumbent, supporting a smooth transition into the role.
- Flexible Working Arrangements: Remote work and work-from-home opportunities, together with flexible working hours.
- Healthcare Industry Impact: Contribute to the introduction of diagnostic technologies supporting autoimmune disease testing and other important areas of clinical care.
- Professional Development: Strengthen your expertise in medical diagnostics, product portfolio management, strategic marketing, market access, and healthcare commercialisation.

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。