

Requisition : 2015572

Job Title : Laboratory Informatics Product Marketing Specialist

Description:

At Agilent Technologies, within our Life Science and Chemical Analysis (LSCA) organization we have people inventing, designing, testing, and building software products for Our products are frequently behind the headlines in the news, from environmental regulations to new drug discoveries to Homeland Defense. Our instruments can even be seen on television shows like "CSI".

As the Laboratory Informatics Product Marketing Specialist for professional services you will define and market new professional services products that deliver software solutions to customers. This position has an emphasis on workgroup to enterprise solutions for customers that need installations and/or integration chromatography data systems to other informatics products such as electronic content management, LIMS and electronic laboratory notebooks. This role will also involve working with business development to define partners to provide a complete portfolio.

As a member of the Informatics Marketing Team you will:

- Own the marketing and coordination of providing solid data solutions or consulting products that communicate a solution/story to customers for the business unit.
- Interface with customers, sales, HW and SW product marketing, R&D engineering, and manufacturing to develop products and ensure smooth product introductions that are consistent with the expected unit volumes.
- Coordinate service enhancements with relevant industry marketing managers (pharmaceutical, chemical, environmental, etc.) to establish, enhance or distinguish a product's placement within the competitive arena of a specific industry.
- Manage service product offerings through the commercialization part of the product life cycle
- Maintain a strong understanding of the competition to determine future service product enhancements, positioning and pricing
- Recognize issues and provides solutions for smooth acceptance into the service/support strategy.
- Solution/product planning responsibilities include analyzing/understanding market trends and opportunities, customer business issues and solution requirements within targeted market segments to propose business and solution strategies that enhance and ensure a competitive portfolio.

Qualifications :

Requires:

- BS/MS degree in chemistry or a related science; MBA highly desired.
- 5+ yrs product or services marketing/product development experience
- Track record of success with product launches and product introductions
- Ability to solve a broad range of problems of varying scope and complexity.
- Solid project management skills
- Successfully lead projects requiring coordination with other functions, customers, third parties.
- Demonstrated ability to work with global cross-functional teams
- Excellent communications skills
- Available for up to 25% travel

Geo Location: Santa Clara, CA or Pleasanton CA

Travel = 25% of the time

Apply URL :

<http://www.agilent.apply2jobs.com/?FuseAction=mExternal.showLogin&rid=2015572&sid=371>