



# Job Description

(ref. SOP-0035)

## Job Title

**Biologics & Drug Delivery Marketing Manager**

## Reports to:

**Vice President of Marketing**

## Department:

**Marketing**

ClearPoint Neuro is a therapy-enabling platform company providing navigation and delivery to the brain. Our mission is to improve and restore quality of life to patients and their families by enabling therapies for the most complex neurological disorders with pinpoint accuracy. Applications of our current product portfolio include deep brain stimulation, laser ablation, biopsy, neuro-aspiration, and delivery of drugs, biologics, and gene therapy to the brain.

We are looking for a new member of our downstream marketing team to help tell our exciting story to prospective pharmaceutical partners. Currently our proprietary medical devices currently help deliver gene and stem cell therapies for over 40 active pre-clinical studies and clinical trials in the United States, Europe, Canada, Israel and Taiwan. Although there are no commercially-available gene therapies in the brain or spine today, we anticipate ClearPoint Neuro's partnerships in the space will provide a stepwise opportunity that could lead to our technology being used in close to 150,000 drug delivery procedures with a potential addressable market of over \$1.9 billion.

The role of the Biologics and Drug Delivery Marketing Manager is to ensure the value proposition of our ClearPoint technology, consulting services, and Center of Excellence network is clearly understood by potential pharmaceutical partners as THE chosen approach for their novel CNS gene and stem cell therapy programs today, and in the coming years.

The role will accomplish this through skillful understanding of the competitive landscape and market opportunities to help hone impactful sales messaging and marketing strategies, and ensure ClearPoint becomes the standard of care for drug delivery in the brain and spine.

The ideal candidate for this role will have had some exposure to the pharmaceutical industry, as well as experience in neuroscience, medical device, and/or CNS disorders.

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## Duties and Responsibilities

- In partnership with the upstream product management team, designs and executes global launch plan for ClearPoint Neuro's new product introductions applicable to our Biologics and Drug Delivery (B&DD) business, including: SmartFrame Array, ClearPoint Maestro™ Brain Model, and any future catheter or cannula new product introductions.
- Monitors and relays Voice of Customer feedback to R&D and product management team to help refine products post-launch.
- Responsible for gathering and disseminating market research on all relevant indications, routes of administration, and adeno-associated viruses.
- Provide updates on competitor activity - essentially keeping a finger on the pulse, and updating the B&DD team on anything noteworthy going on in the industry.
- Accountable for launch and daily update of our Customer Relationship Management tool (Zoho) across all B&DD accounts, as well as global ClearPoint hospital sites.
- Generate annual marketing plan for B&DD team, including: marketing communications needs, conference/congress targets, sales training, customer education and engagement to best achieve business growth and success post-launch.
- Develop new sales materials including slide decks, brochures, handouts, byline articles.
- Together with the Marcom team, develops lead-generating video content and industry-focused webinars.
- Generate content for pharma-focused eNewsletter content quarterly.
- Create effective sales tools and clinical messaging to appeal to a pharmaceutical industry audience including sales collateral, symposium content, and publication distribution strategies.
- Spearhead tradeshow planning and preparation for B&DD conferences/congresses, and serves as on-site booth captain.
- Provide project management support as needed.



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## Qualifications

### Experience

- 2 years dedicated experience with global product launches in the CNS space.
- Exposure to the pharmaceutical industry.
- Experience gathering and disseminating market research.

### Education

- Bachelor's Degree in marketing, business, biological/clinical science, or engineering.
- MBA preferred

### Special Skills

- Ability to communicate effectively both orally and in writing and to establish and maintain cooperative working relationships with persons contacted in the course of performing assigned duties including Company management and outside business associates.
- Ability to interact with senior management on a regular basis, with excellent organization and presentation skills.
- Ability to stand in front of a sales and clinical organization and deliver a concise and compelling message that leads to action and discussion.
- Ability to represent the Company at professional and business functions in a highly professional manner.
- Excellent advocacy and persuasion skills.
- Ability to maintain confidentiality.
- Ability to organize and prioritize workflow and to meet established timeframes.
- Ability to work under pressure.
- Ability to maintain updated knowledge of products, procedures and of changes within the medical device industry.
- Embrace working in a team embodying attributes of the "Ideal Team Player" – humility, driving for results, and people smarts.

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