

Product Manager – Critical Care

Location	Mumbai HO
Department	Marketing – Critical Care / Anaesthesia
Reports to	Marketing Manager
Experience	10+ years in product management, preferably critical care
Qualification	B.Pharm / MBA / M.Pharm

About the role

Drive strategic planning, brand positioning and performance for assigned Critical Care brands. Lead product launches, KOL engagement and sales-force effectiveness to grow market share among intensivists, anaesthetists and hospital stakeholders.

Key responsibilities

- Develop and execute annual marketing plans, brand positioning and portfolio strategy for critical care products
- Lead product launch planning and lifecycle management with regulatory, supply chain and sales teams
- Design promotional campaigns and marketing materials targeting hospital stakeholders
- Build KOL relationships and organize scientific events, CMEs and advisory boards
- Train and enable the sales force, incorporating field feedback into strategy
- Own brand revenue, market share and marketing budget performance with regular business reviews

To apply, email your CV to careers@miracalus.com, quoting the role title. No application fee, no third-party portal, ever.

Miracalus — a Naprod group company.