



Title: Senior Strategic Marketing Manager, Discovery
Location: Marlborough, MA or Menlo Park, CA

About Akoya Biosciences, Inc.

Akoya Biosciences, The Spatial Biology Company™, is a well-funded, emerging growth company that is developing powerful imaging and phenotyping tools to enable researchers to study complex diseases like cancer and neurological and autoimmune disorders.

This is the decade of spatial omics – the next wave of biology after NGS and single-cell sequencing; and Akoya is at the forefront of this revolution.

Our CODEX platform was named one of [The Top 10 Innovations of 2019 by The Scientist](#) magazine and our Phenoptics platform has been at the center of several high-profile partnerships with [UCSF](#) and [Johns Hopkins University](#). When you join us at Akoya, you will be part of a team that is passionate about commercializing cutting-edge spatial omics technologies that can transform biomarker discovery and its translation to the clinic. Joining a fast growing, mid-size startup also gives you tremendous opportunities to wear multiple hats and eventually grow into a leadership role as the company expands.

Summary:

We are looking for an experienced Senior Marketing Manager who can own the strategy and execution of key launches and marketing campaigns in the field of discovery biology and high dimensional tissue analysis. The ideal candidate will have a strong understanding of the life sciences research market and leverage multiple channels and approaches to reach Akoya's prospects and customers.

Key responsibilities:

- You will be responsible for developing the go-to-market plans for our key product lines, own messaging and positioning, and coordinate execution across digital channels, sales training, and tradeshows.
- You will convert complex concepts and product capabilities into crisp messages and benefits for the target audience
- You will drive marketing programs and campaigns to accelerate adoption of our platforms in the discovery and basic research segments through strong partnerships with product management, applications, and sales.
- You will track the success of your campaigns and programs in collaboration with the digital marketing and analytics experts within Akoya.

Required:

- You have a passion for commercializing platforms that are at the bleeding edge of scientific discovery
- You have the drive and initiative to learn new skills and can demonstrate complete ownership of assigned marketing campaigns and programs
- You relish the opportunity to think out of the box and establish new frontiers in how we communicate with prospects, customers, investors, and the media
- You can galvanize your functional partners to be involved in our marketing strategy and influence them without direct authority
- You have three to five years of marketing experience in the life sciences industry



Preferred:

- Background in Biological Sciences (BS or MS degree)
- Five plus years experienced in leading global product launches or segment-specific programs and campaigns in the life sciences industry