

Title: Director, Product Management, Instruments
Department: Product Management
Location: Marlborough, MA or Menlo Park, CA

About Akoya Biosciences:

As 'The Spatial Biology Company®', Akoya Biosciences' mission is to bring context to the world of biology and human health through the power of spatial phenotyping. The company offers comprehensive single-cell imaging solutions that allow researchers to phenotype cells with spatial context and visualize how they organize and interact to influence disease progression and treatment response. Akoya offers two distinct solutions, the CODEX® and Phenoptics™ platforms, to serve the diverse needs of researchers across discovery, translational and clinical research.

Position Summary:

The Director of Product Management, Instruments is a customer-focused product manager who will manage commercial activities of Akoya's instruments portfolio. This individual will work cross functionally with members of the R&D and marketing teams to commercialize instruments for spatial biology applications. A successful candidate will bring a strong business acumen and the ability to perform in a rapidly moving environment. This position will report to the Vice President of Product Management.

Duties & Responsibilities:

- Portfolio integration - Manage a growing team of product managers across the CODEX and Phenoptics portfolios; coordinate the integration of instrument offerings for both product lines.
- Product vision – Develop a 5-year product strategy and roadmap for all instrument products. Work with Consumables and Software teams to develop complete workflow solutions for spatial biology. Consider numerous factors such as intended market segments, competitive products, and alignment with company's strategic objectives.
- New product introduction – Own the business case for new products and bring new product ideas through a phase gate process.
- Product requirement definition – Collect customer feedback and drive voice of customer projects to identify new product ideas. Translate customer feedback into user and product requirements. Manage product requirements for instrument offerings in coordination with software and reagent development teams.
- Coordinate with development team – Translate user and customer requirements to product specifications with development team by understanding tradeoffs and performance.
- Product releases – Work closely with the Market Development team to develop the go-to-market strategy and tactics to ensure a successful launch. Develop and implement positioning and messaging, pricing & promotion, sales collateral, training materials and other sales enablement programs to achieve revenue targets.
- Generate customer-facing marketing collateral - Partner with marketing programs to develop and deploy marketing content generated from R&D and external collaborations.
- Market and competitive - Assess market needs, and gaps, understand competitive landscape.

Skills and Background:

- Minimum 7 to 10 years' experience in the life sciences industry with a preferred background in protein consumables, microscopy or immune oncology.
- Must have minimum 5 years' experience with product development or commercial life sciences.
- Experience with phased gate product development methodologies and tools
- Ability to manage multiple activities / deliverables and prioritize accordingly.
- Robust analytical skills, paired with strong communication and presentation skills.
- Willingness to work collaboratively as part of a broad project team including R&D, marketing, sales, business development and operations.

Education:

- Bachelor's Degree in Biological Sciences or equivalent. Master's Degree or other advanced degree helpful

Akoya Biosciences, Inc. proudly affords equal employment opportunity to all qualified persons regardless of race, color, religious creed, national origin, age, military status, sexual orientation, disability, genetic information, gender identity, gender expression or gender unless based upon a bona fide occupational qualification.

Apply at: careers@akoyabio.com