

**Title:** Marketing Manager  
**Department:** Marketing  
**Location:** Marlborough, MA or Menlo Park, CA  
*(Flexibility to be remote depending on candidate profile)*

**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:**

We are looking for an experienced Marketing Manager who will serve as the Marketing lead responsible for managing all downstream marketing activities for the Akoya Phenoptics Platform and reagents. This role will lead the development of platform marketing and sales collateral and implementation through a multi-channel marketing strategy with the end goal of driving utilization and new placements. As the Marketing lead for Akoya’s Phenoptics platform, this individual will develop a deep understanding of customer needs to drive messaging for the platform solutions and future product launches. Ideal candidates will have product marketing experience in healthcare and/or life sciences field (pathology and imaging background is helpful) and have a history of working constructively with a variety of different stakeholders.

**Duties & Responsibilities:**

- Lead the development and execution of marketing strategy, programs and tools designed to drive the growth and adoption of the Akoya Phenoptics Platform and reagents.
- Responsible for creation of marketing collateral, including, but not limited to, sales tools, videos, webinars, and grant programs for the Phenoptics Platform and future launch products.
- Identify strategic customer insights and market trends through collaboration with clinical, field force, and market development and translate into actionable strategies and compelling stories.
- Convert complex concepts and product capabilities into simple, crisp messages and benefits for the target audience of the Akoya Phenoptics Platform and reagents.
- Thoroughly understand competitive offerings and provide commercial organization with appropriate positioning and tools to differentiate product(s) versus competition to accelerate adoption of our multiplex immunofluorescence platforms in the translational research and pathology segments.
- Serve as technical field support to sales and assist in meeting sales objectives.

**Skills & Requirements**

- Bachelor's Degree required in Life Sciences; MS or MBA a plus.
- Minimum 5 years of experience in Product Marketing and/or Product Management working in healthcare, life sciences, or technology-based products.
- Demonstrated experience in technical marketing.
- Technical knowledge of imaging or pathology platform marketing is a plus.

- Excellent verbal and written communications with ability to effectively communicate and influence internal and external audiences.
- Ability to own both long-term strategy and executional detail.
- Ability to achieve results while dealing with ambiguity, discretion, and a rapid pace of change.
- Excellent project management and ability to manage competing priorities, balance short term and long-term trade-offs, and efficiently meet timelines.
- Self-starter and collaborative team player willing to work in a fast-paced dynamic environment.

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](mailto:careers@akoyabio.com)