Product Marketing Lead

Location: Philippines

Lifetrack Medical Systems is a healthtech company that has developed and deployed the first scalable, distributed medical imaging software designed for affordable access around the world. Lifetrack works with large healthcare chains, public health systems and radiology group practices to scale their radiology operations seamlessly without the pain or cost of legacy medical imaging software.

Lifetrack’s mission is to build simple, elegant, powerful, and intuitive software platforms for the entire healthcare ecosystem, starting with medical imaging in emerging markets, where the needs are greatest and the resources are scarcest, Our LifeSys™ platform is now being used in healthcare in Southeast Asia, South Asia, Africa, the United Kingdom and United States for hundreds of thousands of patients annually. We are trusted and backed by the Asia Impact Investment Fund of UOB and Credit Suisse, the corporate VC arm of Philips Healthcare, and Kickstart Ventures of the Philippines’ Ayala Group.

Core Responsibilities

As a Product Marketing Lead, you will (1) lead and execute our product marketing strategies in the Southeast Asia market and (2) provide support for marketing execution in North America, South Asia, and EMEA.

You will play a important and visible role in contributing to effective market penetration for Lifetrack in the various geographical regions where we operate.

1. Understand our product’s strengths and USP and work closely with the Product team to adapt existing or create new strategies
2. Build on our product differentiation analytics and identify key messages to potential customers
3. Analyse the marketing strategies used by market leaders and adapt their best practices
4. Focus on high quality lead generation, especially for the Southeast market
5. Translate technical details into customer-centric talking points
6. Develop and deliver analytics of product campaigns and markets
7. Work closely with the Brand & Communications Lead to ensure all our marketing and branding objectives are met

Critical Requirements

The Product Marketing Lead role requires the following key capabilities/qualifications:

1. Strong understanding of medical imaging software, or closely-related technology
2. Experience in B2B demand-generation marketing roles
3. Excellent communication and coordination skills
4. Competency in business analytics and presentation tools

Operating Principles

**Purpose-Driven.** Being a company with purpose, we also want to have people with purpose- people who are passionate about doing good doing well for a purpose greater than them.

**Do it right, from the start.** We believe in starting from first principles and putting in the hard work now to avoid more work down the future. Our LifeSysTM platform, built from the ground up, reflects this.

**Radical transparency.** We want our people to keep growing and improving. Receiving and giving feedback is critical for this. We expect people to be upfront, open and willing to learn from each other.

**Crush the bottlenecks.** We are always focused on the critical path to achieving results. We expect our members to be relentlessly efficient in clearing the obstacles to this critical path.

**Going the extra mile.** We like and reward team members who are not only good at their jobs, but will raise their hand and propose projects or solutions that help take Lifetrack forward.

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