

## SENIOR PRODUCT MANAGER/PRODUCT MANAGER - DROPWORKS, INC.

Dropworks is an early stage biotech tools company headquartered in Boulder, Colorado. Our passionate and collaborative team is aiming to transform digital PCR with the development of our Continuum™ Digital Flow PCR system. We are integrating the digital PCR workflow into a single, low cost, easy-to-use platform, transforming the way researchers approach and access droplet PCR instrumentation and data. Continuum™ will be used worldwide throughout the research community by biotechnology companies, contract research organizations, pharmaceutical companies, applied markets and academic institutions. Our customers work across a wide spectrum of scientific research, including cancer genetics, infectious disease, genomics, translational diagnostics and personalized medicine.

We are seeking a highly motivated Senior Product Manager/Product Manager to join our team. This person should have an exceptional affinity for customer partnership and a passion for leveraging technology to solve problems in life sciences. The Senior Product Manager/Product Manager will play an essential role in launching new products, management of on-market products, and providing input into product portfolio planning.

### RESULTS THIS POSITION AIMS TO ACHIEVE:

- Serve as an essential contributor to the launch of new digital PCR products, including planning and execution of marketing programs to support commercial launch
- Support product commercialization initiatives by supplying customer and market insights to development teams, managing beta and early access programs, and developing product positioning and pricing recommendations to shape go-to-market strategy
- Perform focused marketing research projects such as customer discovery interviewing as a key source of market insight, as well as competitive analysis, market segmentation, and pricing/margin analysis
- Drive the creation of product and marketing collateral, including product user documentation and inbound technical marketing pieces
- Manage outbound marketing campaigns including social media presence
- Identify partnership opportunities for complementary third-party products which broaden or enhance the company's life science portfolio
- Monitor customer purchasing trends, including sales revenue, selling price, and other metrics for ongoing evaluation of pricing strategy and input into analysis of marketing programs ROI. Provide product sales roll-ups and regular product forecasting to internal operations and business leadership
- Develop, implement and maintain product training to sales and other commercial teams, including updates on market trends and competitor products
- Support Marketing team activities including organizing and participating in industry tradeshows and scientific conferences, development of marketing collateral, including digital content and programs, and nurture of strategic KOL relationships

### MUST HAVE KNOWLEDGE, SKILLS, AND ABILITIES:

- Affinity for establishing deep rapport with customers to understand their needs and challenges. Demonstrated ability to translate customer and market knowledge into product design, product positioning and marketing campaigns.
- Life sciences/genomics/scientific instrumentation industry marketing and/or product management experience, or related customer facing roles. 3 years required: 5 years desired

- Skilled at developing and maintaining effective cross functional relationships with Sales, R&D, Product Development, Marketing and Project Management teams
- Technical degree in molecular biology, biochemistry or related life sciences field
- MBA preferred
- Ability to travel up to 30% of time

#### EXPERTISE THAT SETS YOU APART FROM THE FIELD:

- Enthusiasm for deep product technical knowledge, while staying focused on the needs of the customer and the market
- Experience bringing innovative and/or disruptive products to market
- Affinity for a start-up company environment
- A strong work ethic and ability to work independently, a drive to produce great products, and pride in professionalism and quality of work
- Technical expertise in gene expression, qPCR or dPCR
- Proven track record in tracking ROI of marketing programs or other projects

#### DROPWORKS, INC.

Our headquarters are located in beautiful Boulder, Colorado. Boulder is situated at the foothills of the Rocky Mountains where breathtaking landscapes are combined with a strong culture of outdoor activities. Located within 30 minutes from downtown Denver, Boulder offers breathtaking scenery, a pleasant climate, a charming downtown, and activities to keep even the most adventurous outdoor enthusiasts busy while giving access to the cultural activities available in Colorado's capital city.

#### PHYSICAL DEMANDS AND WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions.

While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is occasionally required to stand; walk; sit; and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this position include close vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to moderate.

#### NOTE

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

The company is an Equal Opportunity Employer, drug free workplace, and complies with ADA

regulations as applicable.