

# EITANGROUP

## **Position: Senior Product Manager, Digital Health - Israel**

**Eitan Group** is reinventing drug delivery across the continuum of care with connected, software-based solutions from the hospital to the home. We focus on creating user-friendly, innovating patient-centered care and safe solutions; we're looking for an excellent **product manager** to join the product team. You will join a dynamic and fast-paced environment and work with cross-functional teams to design, build and roll-out high quality products.

### **JOB DESCRIPTION:**

- Establish a vision and a roadmap for our Digital Health platform across the company while working with talented cross-functional team members.
- Conduct customer and market research, partner with stakeholders to understand customer experience, journey and market unmet needs.
- Ownership of product requirements, driving the product life cycle in an agile methodology including user stories, personas, UX, UI, user stories and production of detailed specs .
- Lead the R&D teams to ensure the end-to-end high quality product delivery
- Perform A/B testing, analytics, usability studies, and competitive analysis to drive decision making to continually reinvent the user experience and grow sales, engagement and connection with our customers.
- Measure performance, keep your pulse on the customer, anticipate bottlenecks, make trade-offs and take acceptable risks to maximize the benefit for our customer and business.
- Train new customers or sales teams and conduct on site investigation at customers when necessary.
- The job requires 20% of traveling abroad mainly to the US and Europe

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### **JOB REQUIREMENTS:**

- **Education:**

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- Bachelor degree in Bio- medical Engineering or Computer Sciences
- MBA – Advantage
- **Experience:**
  - 5-7 years of experience as a product manager with a proven track record of launching impactful digital health products
  - Familiar with web methodologies for B2B and B2C including UX and UI definition
  - Deep understanding of business strategy and metrics
  - Cross functional leadership experience
  - Analytical and experienced in working both with qualitative insights and quantitative data to drive product decisions.
  - Experience with A/B tests, analytics tools, user interviews, surveys, and usability tests
  - Strong understanding of all aspects of the product development lifecycle, including product strategy, requirements definition, UX / UI, engineering, QA, and release
  - Experience in the medical device industry, especially infusion pumps – Advantage
- **Language skills:**
  - Excellent English written, verbal and presentation communication skills across technical and non-technical stakeholders
- **Personality:**
  - Ability to think and perform both tactically and strategically
  - Excellent analytical skills with demonstrated experience turning data into actionable insights
  - Passionate about building great user experiences, and you have a keen eye for details, UX, and design.
  - Articulate and effective communication skills, both in writing and verbally.
  - Entrepreneurial mindset, with a bias for customer focused innovation
  - Ability to multi-task and work well within a dynamic, fast-paced organization
  - Team player

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