

Yashraj Biotechnology Ltd.

Job Description

Job Title:	Manager - Techno Commercial & Marketing		
Function:	Marketing	Report to:	TL - Techno Commercial & Marketing
Location:	Turbhe, Navi Mumbai	Position Type:	Full Time

About Yashraj Biotechnology Ltd:

Yashraj Biotechnology Ltd (YBL) is a research and innovation driven, UL registered and ISO 13485:2016, ISO 9001:2015 and ISO 45001:2018 certified company, established in 1999 at Navi Mumbai, Maharashtra, India. YBL also has offices in Germany and USA.

Our Vision:

Be the key player in Life Sciences – Diagnostics and drive innovation for making a Healthier World.

Our Values:

- Commitment
- Consistency
- Fairness
- Innovation
- Responsible Business

Website – www.yashraj.com - Visit our website, understand about our products.

LinkedIn Profile – www.linkedin.com/company/yashraj-biotechnology-ltd/

Roles and Responsibilities

- ❖ **Marketing Activities** – Drive the entire Marketing Activities of the organization to appropriately showcase YBL Brand to customers and partners. This includes product launches, digital marketing strategies, website management and other activities for all the YBL businesses.
- ❖ **Market Mapping** – Map the entire market for IVD (Antigens, Antibodies, Fermentation etc) independently and support IDD BD team in mapping of IDD / iPSC markets as required. Mapping includes customer understanding, competitor analysis, getting appropriate specs for end use via conversations with customers or independent market research, customer mapping and staying on track of latest market trends.
- ❖ **Yearly Market Report** – Generate a yearly internal market report once a year analyzing key trends in all the business YBL operates in. **Primary Responsibility** – IVD markets. **Secondary / Supporting responsibility** – IDD / iPSC market.
- ❖ **Cross Functional Collaboration** – Act as a link between Marketing, Sales, R&D and Operations to enhance cross functional collaboration and drive a comprehensive understanding of the market across all levels of YBL.
- ❖ **Customer Visits** – Visit Key customers across geographies to enhance market understanding, engage customers technically and pitch YBL as a partner for long term development.
- ❖ **Conference Visits** – Visit Local and International conferences to understand the market, engage customers and showcase YBL brand to customers.
- ❖ **Strategy Plans** – Be a key part of the Strategy planning at YBL and contribute to GTM strategies in close coordination with relevant team members.
- ❖ **USP Identification and Product Launches** – Appropriately identify USPs for the R&D team to target during product development and showcase them during comprehensive product launches.
- ❖ **Roadshows and training** – Keep roadshows across YBL and share information on the market to drive the entire

<p>organization to be commercial and customer centric.</p> <ul style="list-style-type: none"> ❖ Portfolio development – Play a key role in identifying new products for the portfolio in close collaboration with team members to plan for new product portfolios for YBL. ❖ Team Leadership & Management - Lead and manage a team of marketing professionals, providing coaching, mentoring, and performance management. ❖ Any other activity in the overall interest of YBL. 	
Qualifications and Educational Requirement	
<ul style="list-style-type: none"> ❖ Master's or higher degree in Biology or related fields along with a business degree. ❖ Prior Knowledge of the Domain is a must with preferred experience in Diagnostics. ❖ Candidate with a minimum experience of 6-10 years in the domain. ❖ Age will not be a constraint in deserving cases ❖ We are gender neutral. ❖ Strong analytical and problem-solving skills. ❖ Excellent communication and interpersonal abilities. ❖ Ability to thrive in a fast-paced environment and manage multiple priorities effectively. 	
Desired Expectations	
<ul style="list-style-type: none"> ❖ Alignment and ownership of YBL Vision, Values and Beliefs. ❖ Enable YBL to be a global brand. ❖ Build internal process, systems, technology and brand for swift execution of dynamic business objectives. ❖ Treat customers the way we would like to be treated. ❖ Optimization of resources ❖ Rationalize cost to have value for money to all concerned stakeholders ❖ Ability to listen and be upfront in communication. ❖ Create conducive environment for personnel and professional growth of each and every team member with succession plan and desired skill matrix. ❖ Accountable to all stakeholders including Members, business acquaintances, common man and shareholders. 	
Desired Qualities	
<ul style="list-style-type: none"> ❖ Excellent relationship management skills ❖ Strong technical skills ❖ Excellent communication, interpersonal and influencing skills ❖ Critical Thinking ❖ Strategic bent of mind ❖ Flexibility ❖ A Team player ❖ Analytical skills 	
Compensation	Compensation and other perquisites would not be a constraint for the right candidate
Email Id	career.ybl@yashraj.com