

**CSA MEDICAL, INC.**  
**Director / Sr. Director Marketing**

**Position Description**

The Director / Sr. Director of Marketing should be a creative, resourceful, integrative thinker responsible for driving the development and implementation of CSA's commercial marketing strategy.

**Areas of Primary Responsibility**

- Participate in and provide marketing leadership in cross-functional teams to optimize the strategy and executional plan around business, market, and customer needs.
- This includes the creation of messaging, marketing programs/collateral, adoption tactics, industry conference symposia, and other demand generation initiatives
- Lead and execute strategy for market research and physician advisory boards to inform product related market growth strategies
- Cultivate relationships and obtain ongoing feedback from customers/physicians to support product development and marketing messaging
- Constantly monitor the competitive landscape and market conditions to identify opportunities, issues, and risks in order to recommend tactical strategies
- Energetic, self-starter who thrives in ambiguous situations and drives to results
- Familiarity with marketing, product planning/ new product development and project management
- Adapt and respond quickly to changing and new information. Takes initiative with a can-do attitude, driving results in complicated environments and effectively operating and delivering with minimal direction
- Travel up to 20%

**Qualifications**

- Bachelor's degree in Business or related area required, MBA highly preferred
- 8 years of sales and marketing management experience

## Competencies

- Knowledge of medical device industry practices, techniques and standards
- Experience with sales, engineering and customer care
- Strong planning and analysis skills to perform quantitative data analysis
- A change agent with informal management ability
- Positive attitude, strong work ethic, and passion for managing projects to conclusion
- Excellent organization, communication and presentation skills

CSA Medical® is a privately-held, venture-funded company based in Lexington, Massachusetts. Our team consists of highly-skilled professionals who work together to enable customers to advance patient care through innovative spray cryotherapy devices. Our work environment is highly collaborative and our employees drive CSA Medical's friendly, fast-paced and energetic environment. We offer an excellent benefits package and an engaging, small, entrepreneurial environment, which allows individuals to contribute, learn, grow and develop. We are always looking for motivated individuals who are interested in growth opportunities to join our vibrant team.

*CSA Medical, Inc. is an equal opportunity employer*

### ***How to Apply:***

Submit your resume and cover letter to [careers@csamedical.com](mailto:careers@csamedical.com)