

## **Be the driving force behind global innovation in Nuclear Medicine**

Are you energized by bringing high impact medical technologies to a worldwide audience? At Comecer Netherlands, you will play a key role in shaping how our cutting edge Nuclear Medicine solutions are positioned and launched worldwide, with focus on vertical markets like hospitals and clinics for diagnostics (SPECT & PET), therapy and theranostics. In this role, strategy meets operations and creativity: you lead Go To market plan of new products and releases, translate market insights into compelling global product portfolio optimization and promote our Nuclear Medicine products to our sales channels, both direct and indirect.

At Comecer, part of the ATS Group, we design and deliver cutting edge isolation technology, automation systems and advanced solutions for Nuclear Medicine. Our mission? To help healthcare providers deliver safer, more accurate, and more efficient patient care—and we're looking for someone who wants to play a key role in that mission, in a fast-growing market.

As our new Global Nuclear Medicine Product Marketing Manager, you will shape how our innovative technologies are positioned across the world in several vertical markets. You bring strategy, creativity, execution power, and cross functional leadership to launch, extend and implement the Nuclear Medicine portfolio and strengthen the Comecer market position globally.

### **About the role**

In this global position, you will take ownership of developing and executing the product marketing strategy for Comecer's Nuclear Medicine products. You work side by side with international colleagues across Product Management, Product Development and Global Sales to support portfolio growth and market expansion.

## **Key responsibilities**

### Global Go-to-Market Leadership

- Coordinate global product launches from strategy to execution.
- Create and manage the Nuclear Medicine go to market calendar, including certification timelines per geography.
- Partner closely with Global Sales, Marketing and Product Management teams.

### Market Insights & Strategic Analysis

- Perform detailed market segmentation and competitive intelligence.
- Identify high potential regions, customer personas, and global trends.
- Translate insights into strategic opportunities for portfolio growth.

### Product Positioning & Brand Messaging

- Establish compelling value driven product positioning and messaging.
- Define tailored value propositions that address the needs of different regions and customer segments.
- Ensure message consistency across all marketing and communication channels.

### Sales Enablement

- Provide the global sales force with the tools to succeed.
- Develop branded sales kits, demos, value decks and training modules.
- Deliver webinars and training sessions for sales teams.

### Branded Content & Digital Marketing

- Drive the development of region tailored content that reflects the Comecer identity: innovation, safety, precision, by working closely with content creators and the Nuclear Medicine Product Management and Marketing teams.
- Co create engaging digital assets—such as social media posts, blogs, and videos—together with Nuclear Medicine Product Management and Marketing.
- Ensure all materials reinforce Comecer’s global brand standards.

### Cross-Functional Collaboration

- Work closely with Product Managers, Product Development, and Global Sales Directors to ensure market needs are met.
- Contribute to the “Make or Buy” strategy by identifying partnership and distribution opportunities that strengthen the Nuclear Medicine portfolio and respond to emerging needs across the customer value chain.
- Collaborate with regional sales and service teams to adapt strategies for local markets
- Coordinate with Customer Support to gather customer insights and translate feedback into continuous product improvements.

## **Who are you**

You are a strategic thinker, operational doer and action driven. Globally oriented, a product marketing professional with a passion for advancing medical/GMP technology. You excel at translating complex product value into clear, compelling

messaging that resonates across diverse international markets. With a balance of analytical strength, creativity, and commercial awareness, you thrive in a role where product, market, and customer insights come together.

You are highly self driven, able to take ownership of projects and move them forward with confidence — yet you also shine as a true team player, collaborating naturally with colleagues across Product Management, Sales, Product Development, and regional teams worldwide. You enjoy being part of an international environment where innovation, impact, and customer value are at the center.

This role suits someone who not only understands marketing but is eager to shape global brand positioning, contribute to product value chains in Nuclear Medicine, enhance customer loyalty, and help drive sales in a meaningful way.

## **Desired Qualifications**

- Education: A Bachelor's or Master's degree in Marketing, Business, or a related field.
- Experience: Proven experience in product marketing, ideally with international or global responsibility.
- Skills: Strong analytical skills, solid project management capabilities and the ability to work independently.
- A collaborative mindset, contributing positively to cross functional global teams.
- A results driven attitude, focused on strengthening brand awareness, supporting the product value chain, and boosting commercial impact.
- A natural enthusiasm for working in an innovative environment where healthcare technology truly makes a difference.

## **What we offer**

- A role with global visibility and direct impact.
- A workplace in Joure with the flexibility of hybrid work.
- A supportive, international, and highly innovative environment.
- Plenty of room for your own ideas, initiative, and creativity
- A competitive salary that matches your knowledge and experience.
- A solid pension scheme in accordance with the CAO Metaal & Techniek.
- 25 vacation days, 5 additional ADV days, and the option to purchase extra days off.

- Lease car.

Ready to Make an Impact?

Join us at Comecer Netherlands and help shape the future of Nuclear Medicine worldwide. Apply now and become part of our mission to deliver cutting edge solutions that matter.

**For more information about this vacancy, you can contact Harmke Wiersma, HR Generalist, at +31 513 416 964 or [hwiersma@comecer.com](mailto:hwiersma@comecer.com)**