

# GE Healthcare, Seattle WA

## Product Line Manager, Ambulatory Care

This position resides in GEHC's Integrated IT Solutions business within the Enterprise Solutions operating unit, reporting to the Leader of CE Product Strategy. This leadership role is responsible for developing and driving overall strategy, planning and organizational alignment for the ambulatory components of the Centricity Enterprise product portfolio which is the centerpiece of the Enterprise Solutions product portfolio. Ownership of the strategic planning and tactical program execution resides with the product line manager.

### **Essential functions include:**

- \*Participation in annual Growth Playbook and World Wide Product Planning (WWPP) process
- \*Define programs and projects to achieve defined road maps for ambulatory portfolio.
- \*Drive the strategic Marketing plan for ambulatory care in the Centricity Enterprise product.
- \*Manage and mentor product managers and product specialists.
- \*Oversee the business direction for the enterprise ambulatory suite including developing product road maps, needs analysis, pricing and product positioning
- \*Oversee business case analysis for new programs, including detailed financial analysis.
- \*Oversee Product Program Proposals for new functionality in product platform.
- \*Collaborate with Sales and Downstream to provide a solid marketing message, sales tools, collateral, product presentations and provide support at product trade shows.
- \*Lead and facilitate User Group meetings and maintain a deep knowledge of current development in industry, clinical and government trends for ambulatory care.
- \*Work with internal and external collaborators to understand emerging trends and identify needs for the product

### **QUALIFICATIONS:**

- \* Bachelor's Degree in Marketing, Business, Clinical Related, Product Development or a related field (or equivalent experience equal to a degree plus minimum 4 years work experience in product marketing or clinical role).
- \* Proven leadership in a matrix organization
- \* Excellent written and verbal communication skills
- \* Demonstrated experience in marketing and product management
- \* Experience with physician clinical products and concepts

**Eligibility Requirements**

- \* Ability to travel up to 40%
- \* Must be able to work out of Seattle, WA.
- \* You must be willing to take a drug test.
- \* You must be willing to submit to a background investigation, including for example, verification of your past employment, criminal history, and educational background.
- \* You must be legally authorized to work in the United States without work sponsorship at the time of hire.
- \* You must submit your resume through [gecareers.com](http://gecareers.com) or a job board to be considered for a specific job opening.

**DESIRED:**

- \* Minimum 7 years working in a healthcare IT market for application software
- \* Ability to lead, influence, and build consensus across areas of the organization that are not part of your direct control
- \* Knowledge of the physician segment and enterprise healthcare systems market strongly preferred
- \* Proven track record of delivering on commitments
- \* Demonstrated ability to be creative
- \* Experience working with and developing financial projections and pro-formats
- \* Excellent presentation skills in front of small and large groups
- \* Ownership and facilitation of user focus groups and product feedback sources
- \* Ability to think/act strategically and tactically
- \* Ability to connect to and empower customer user groups and forums
- \* Experience with PRD and NPI processes