



Senior Director, Global Strategic Marketing – Systems Development and Integration

About MaxCyte:

MaxCyte, the clinical-stage global cell-based therapies and life sciences company, uses its proprietary next-generation cell and gene therapies to revolutionize medical treatments and ultimately save lives. The Company's premier cell engineering enabling technology is currently being deployed by leading drug developers worldwide, including all of the top ten global biopharmaceutical companies. MaxCyte licences have been granted to more than 120 cell therapy programs, with more than 90 licensed for clinical use, and the Company has now entered into ten clinical/commercial license partnerships with leading cell therapy and gene editing developers. MaxCyte was founded in 1998, is listed on the London Stock Exchange (AIM:MXCT, MXCL) and is headquartered in Gaithersburg, Maryland, US. For more information, visit www.maxcyte.com.

Job Summary:

The Sr. Director, Global Strategic Marketing will be responsible for leading the product portfolio strategy for MaxCyte's systems development, inclusive of instrumentation platforms, pre-analytical sample preparation automation and associated software. This position is responsible for defining and executing the Company's new product development strategy for instrument and system's integration to expand the product portfolio and provide improved workflow solutions to address the needs of our customer base. The role is also responsible for life cycle management of on market products to increase competitiveness and assess the need for feature addition or product updates. The successful candidate will have a pivotal role building consensus on the organization's product development Core team to deliver new products to market by achieving design goals that meet or exceed customer expectations, on time and within budget. Additionally, this role will require a dynamic leader who possesses a unique blend of IVD/Life Sciences business expertise, big picture vision and a passion for operational excellence. The person in this role must be comfortable engaging and interacting with key opinion leaders & regional leaders to understand customer challenges, and to find innovative solutions for the worldwide market.

Success Indicators

- Evaluate existing strategies and portfolio offering; assess current priorities and investments; Develop Business Plan based on detailed VoC and Market Research and develop Value Based Pricing Models as well as the conjoint analysis that supports these decisions; Accelerate or adjust and go another direction with EVP support.
- Strategy development on Long Range Plan Roadmap (3+ years).
- Execute on Short Term Development and Lifecycle Management initiatives including the development of revenue growth activities in concert with the Global Commercial Regions. Global expansion of commercial initiatives will be a top priority.
- Evaluate and lead New Technology Development and assessment initiatives in partnership with R & D, with a view to in-license synergistic products or technologies and establish value-added Joint Ventures and Alliances.
- Effectively lead and drive the Global Stage Gate Process within New Product Development and ensure adherence to the Design Control process. Knowledge of the Stage Gate process within Design Control is critical
- Drive, together with Sales and Manufacturing, the monthly forecasting process for instruments to ensure adequate balance of inventory on-hand in finished goods to meet sales projections

Job Duties:

- Manage instrument and associated software products. Responsible for delivering the Business Plan for individual products or strategies to support R&D project approval by management.
- Leads the strategy for New Product Development (NPD) based on generating a deep understanding of customer expectations, market gaps, competitive trends and building this knowledge into innovative design goals for new products.
- Works with the cross functional Core team for NPD to translate customer driven design goals into requirements and specifications in order to deliver products that achieve financial projections. Provide leadership on the Core Team to ensure that the product development process and associated deliverables and timelines remain customer and market focused.
- Launches new and innovative products on a global scale and develops the associated pricing and positioning strategies. Responsible for researching and making

recommendations for feature / design choice or trade-offs, discontinuation or obsolescence, throughout the management of the product life cycle.

- Provides extensive direction and executes planning, forecasting and monitoring of unit sales and competitive market penetration.
- Drive the Portfolio Management process to ensure prioritization of product and technology development opportunities to maintain focus on applying R&D investments to ensure long term growth for the company.
- Drives market research and Voice-of-the-Customer (VoC) initiatives to support the data driven approach to product development decisions and to support allocation of marketing expenditures.
- Nurtures and generates brand awareness and perception amongst customers across the company's multiple market segments.
- Establishes and maintains relationships with MaxCyte customers to understand their needs and behaviors, including development of a network of KOL's that can facilitate product strategy.
- Receives and solicits feedback from new and well-established customers in order to recommend and execute programs to improve customer satisfaction and increase use of the platform.
- Works collaboratively with other members of the marketing, sales, and field applications teams to facilitate customer loyalty and deeper penetration from referrals.

Job Requirements:

- MANDATORY BS or BA in Life Sciences, Marketing or related field; Additional advanced degrees (MBA, PhD or Masters) preferred.
- MANDATORY – Minimum of 5+ years of senior level, global marketing experience with heavy emphasis on New Product Development (VoC, Stage Gate Process, Leading NPD cross functional teams, etc.), Lifecycle Management, Portfolio Planning, Market Research, Market Strategy, Value Based Pricing, Developing Alternative Revenue Streams (consumables, pre-analytical specimen prep automation, etc.). Proven track record of achievement.
- MANDATORY In-vitro Lab Diagnostics and/or Life Sciences / Bioprocessing industries.

- MANDATORY performance excellence in new product development, working with R & D, Voice of the Customer, market research, etc.
- MANDATORY proven record of launching new products to market from concept through market launch.
- Proven record of leadership and managing a marketing organization.
- Demonstrated understanding of the core principles of marketing and how to best apply them to the life science market, including knowledge and experience of marketing strategies
- Effectively communicates to customers and colleagues (writing, verbal, presentation, and interpersonal).
- Creative, analytical, and tactical, with proven problem-solving skills.
- Proficient in MSOffice (Word, Excel, PowerPoint), CRM such as Salesforce.com.
- Ability to build and maintain relationships and work across cross-functional teams.
- Ability to travel at least 25% which includes domestic and international travel.
- MANDATORY high energy; driven; direct communicator; collaborative; highest integrity and ability to get the most out of her/his organizations.
- Should have experience interfacing with highly motivated, decisive senior leadership within a global healthcare company.
- Must be an adaptable, analytical, strategic thinker with excellent interpersonal skills. Experience with financial modeling, forecasting and budgeting.
- The ability to work in a matrix organization with cross-functional teams is required. Excellent presentation, oral and written communication skills are required.
- The ability to converse clearly and knowledgeably with global key opinion leaders, internal and external stakeholders is essential.
- Must appreciate and be effective in a team-oriented atmosphere with a desire to be a part of a fast-moving, dynamic leadership team
- Personable but strong leader who can put together organizations and get the most out of his/her people. A person who engenders a culture of productivity, esprit d' corp and commitment throughout her/his organization
- Strong results orientation and change agent. Must be fair, balanced, resilient, decisive and of high authenticity and integrity.

- Exhibits a “hands on” approach to business development and a “get the job done” mentality. Ability to maintain confidential information.
- Ability to build strong relationships across a wide spectrum of internal and external parties including executive leadership & partners.

MaxCyte, Inc. is an equal opportunity employer. To apply, please send your resume and cover letter to careers@maxcyte.com. Please reference **Sr. Director Strategic Marketing** in the subject line.