Job Title: Senior Vertical Marketing Specialist
Requisition ID: 99812BR

When you’re part of the team at Thermo Fisher Scientific, you’ll do important work, like helping customers in finding cures for cancer, protecting the environment or making sure our food is safe. Your work will have real-world impact, and you’ll be supported in achieving your career goals.

Location/Division
San Jose, Ca/Chromatography and Mass Spectrometry Division

Job Description
Assist in the development of strategies and workflow solutions for the life sciences mass spectrometry business in metabolomics with emphasis on small molecule structural elucidation and high-throughput metabolomics. This will include assisting in developing and communicating clear and consistent marketing strategies, messages, and competitive selling arguments. Generate laboratory applications data, technical data proofs, and product technology evaluations to support specific product marketing programs. Develop workflow solutions with focus on high-throughput metabolomics and Precision Medicine market in collaboration with internal and external partners. Assist in developing and implementing global launch strategies for product introductions and subsequent market development. Insure marketing strategies are aligned across hardware, software and consumable products and across the division. Capture customer input (VOC) and emerging trends in key markets, and ensure this information is communicated to product marketing, sales, demo centers and R&D groups. Develop and maintain current competitive marketing information for review and response. Work with key stakeholders (e.g. sales, and customers) to identify and implement effective marketing messages.

Responsibilities
• Day-to-day operation and support of LC-MS systems in the lab
• Design and execute experiments that translate instrument performance capabilities into scientifically meaningful data and results to demonstrate product value.
• Creation of sales and marketing tools to represent workflow capabilities to internal colleagues and customers.
• Develop a strategic application plan, generate laboratory applications data, create exemplary data examples, and perform product technology evaluations to support R&D and field sales
• Participate in active evaluation of new products and applications and will provide feedback regarding hardware, software and workflow performance and suggested improvements to Marketing Managers, Product Managers and R&D;
• Offer application support to Key collaborators and customers when appropriate;
• Develop and publish application notes, generate and deliver application-related material for internal and external trainings.
• Will contribute to all aspects of the metabolomics workflows.

Minimum Qualifications
• PhD degree in Chemistry, Biology, Biochemistry or similar Life Science plus a minimum of +8-years of experience in mass spectrometry instrumentation and projects involving targeted and untargeted metabolomics workflows and associated data analysis processing software
• Strong analytical and practical skills in metabolomics sample preparation, capillary-flow LC-MS, and data analysis and interpretation
• Proven experience in writing and publishing scientific contents
• Excellent communication skills in oral and written English
• Hands-on experience with mass spectrometry, preferably Orbitrap type instruments, in-depth knowledge of instrument operation and maintenance, data interpretation, and knowledge of background literature will be a plus
• Ability to pick up new technologies quickly and ultimately troubleshoot independently

Education
• MS degree in science (chemistry, biology, or related discipline) with minimal 3 years of industrial experience or equivalent. Ph.D. degree is preferred. Marketing education or experience highly desirable.

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