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## Regional Marketing Lead, Japan and Korea (Digital Health)

### Shape Marketing in Digital Health

#### Job Information

**Recruiter**
[Michael Page](#)
**Job ID**

1506956

**Industry**

Medical Device

**Company Type**

Small/Medium Company (300 employees or less)

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

12 million yen ~ 14 million yen

**Salary Bonuses**

Bonuses included in indicated salary.

**Refreshed**

November 28th, 2024 14:09

#### General Requirements

**Minimum Experience Level**

Over 6 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Fluent

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

#### Job Description

As the **Regional Marketing Lead, Japan and Korea (Digital Health)**, you will drive provider channel marketing strategies, ensuring alignment with global objectives and regional nuances. This high-impact role will focus on delivering innovative campaigns that strengthen market presence, foster collaboration, and enhance consumer experiences.

#### Client Details

Our client is a global leader in digital health and connected care solutions, empowering people to live healthier lives through advanced technology and data-driven strategies. The company is at the forefront of healthcare transformation, improving care outcomes worldwide.

## Description

- Develop and execute provider channel marketing strategies tailored to Japan & Korea, leveraging global frameworks and regional insights.
- Partner with sales, product, and revenue teams to ensure seamless execution of go-to-market strategies.
- Lead a high-performing marketing team to deliver impactful campaigns, promotions, and initiatives.
- Analyze customer insights and campaign performance to optimize ROI and enhance marketing effectiveness.
- Represent the business at key industry events, trade shows, and conferences to strengthen brand visibility.
- Collaborate with internal teams to create an omnichannel experience that integrates consumer and provider touchpoints.
- Manage marketing budgets and prioritize initiatives to achieve strategic goals.

## Job Offer

- Competitive salary of up to **14 million JPY**.
- Opportunity to lead marketing innovation in two dynamic healthcare markets.
- A strategic, high-visibility role with significant influence on regional and global initiatives.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Sara Loh on +813 6832 8915.

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## Required Skills

- Proven experience in a senior marketing leadership role within healthcare, digital health, or related industries.
  - Expertise in developing and executing provider channel strategies across Japan & Korea.
  - Strong collaboration skills, with a track record of aligning marketing efforts with cross-functional teams.
  - Fluent in Japanese and English, with exceptional communication and leadership abilities.
  - Data-driven mindset with a passion for innovation and delivering measurable business results.
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## Company Description

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