

MichaelPage

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Head of Marketing - Orthopedic Implants (Japan)

Lead Innovation in Orthopedic Implants

Job Information

Recruiter

Michael Page

Job ID

1525261

Industry

Medical Device

Company Type

Small/Medium Company (300 employees or less) - International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

15 million yen ~ 18 million yen

Salary Bonuses

Bonuses paid on top of indicated salary.

Salary Commission

Commission paid on top of indicated salary.

Refreshed

March 7th, 2025 14:18

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Executive

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 **Head of Marketing**, you will drive strategic marketing initiatives, execute product launch strategies, and collaborate with cross-functional teams to accelerate market penetration and revenue growth in Japan. This role requires strong leadership in downstream marketing, sales enablement, and market development.

Client Details

Our client is a **global medical technology company** that specializes in **clinically differentiated solutions** aimed at improving patient outcomes. With a strong R&D focus, recent acquisitions, and a commitment to continuous innovation, they are expanding their footprint in the **orthopedic and surgical** space. Their Japan business is undergoing growth, providing an exciting opportunity for professionals looking to make a real impact.

Description

- Develop and execute regional marketing strategies to support **product launches and market adoption**.
- Identify key customer segments and create targeted campaigns to **enhance brand positioning**.
- Collaborate with **Sales, RAQA, and cross-functional teams** to ensure successful go-to-market execution.
- Provide sales enablement through **training, tools, and marketing materials**.
- Oversee participation in **regional trade shows and industry conferences**.
- Track market trends, analyze performance metrics, and optimize marketing strategies for **maximum ROI**.

Job Offer

- A leadership role in a growing company with **disruptive medical technologies**.
- The opportunity to **drive marketing strategy** and shape the company's presence in Japan.
- A collaborative and innovative culture focused on **better patient outcomes**.

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

Required Skills

- **10+ years of experience** in commercial roles, including downstream marketing and sales in the medical device industry.
- Strong **strategic marketing and leadership skills**, with a track record of driving adoption of innovative medical technologies.
- Experience working with **KOLs, regulatory environments, and sales teams** to build market presence.
- Analytical mindset with the ability to track key metrics and adjust marketing efforts accordingly.
- Excellent communication and stakeholder management skills.

Company Description

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