Shape the future of diagnostics – join our leadership team!

BÜHLMANN Laboratories AG is an internationally active and growing life sciences company headquartered in Schönenbuch, near Basel, Switzerland. With 50 years of excellence in in-vitro diagnostics (IVD), we develop, manufacture, and distribute innovative diagnostic solutions trusted by hospitals and laboratories around the world.

To strengthen our marketing team, we are seeking a strategic, entrepreneurial, and execution-focused professional as:

Product Manager Gastroenterology fHB (m/w/d) 100%

In this highly visible commercial role, you will lead end-to-end product launch excellence for our Gastroenterology portfolio while developing and implementing distributor marketing strategies that accelerate market adoption and international business growth. You will collaborate closely with internal cross-functional teams (Sales, Medical Affairs, Regulatory, Supply Chain) and external distribution partners to ensure successful market entries and sustained commercial performance.

Your Role – Strategic. Global. Impactful.

- **Product Launch Leadership:** Own and drive end-to-end launch planning and execution for Gastroenterology products across designated international markets.
- **Cross-Functional Management:** Lead cross-functional launch teams, establish timelines/milestones, identify risks, and ensure alignment between Marketing, Sales, Medical Affairs, Regulatory, Supply Chain, and Customer Support.
- **Commercial Toolkits & Enablement:** Develop launch toolkits, customer engagement materials, training programs, and market insights to optimize messaging and positioning.
- **Distributor Marketing Management:** Act as the primary marketing contact for international distributor partners, helping them create localized campaigns, promotional materials, and educational programs aligned with global goals.
- **Partner Performance & Events:** Track distributor marketing effectiveness via defined KPIs, identify growth opportunities, and organize distributor meetings, workshops, and commercial planning sessions.
- **Commercial Excellence & Strategy:** Support customer segmentation, campaign optimization, revenue growth initiatives, demand forecasting, and business cases for future market expansions.

Your Profile – Visionary. Collaborative. Data-driven.

- **Education:** Bachelor's or Master's degree in Marketing, Business Administration, Life Sciences, Healthcare Management, or a related field.
- **Professional Experience:** Minimum 5 years of experience in product marketing, launch management, or commercial roles within MedTech, Healthcare, Diagnostics, or Medical Devices.
- **Launch & Market Track Record:** Proven track record of successfully managing product launches; experience in the Gastroenterology market is highly preferred.
- **Distributor Network Experience:** Demonstrated experience working with international distributors and indirect sales channels.
- **Skills & Competencies:** Strong project management, analytical, and business acumen with the ability to lead cross-functionally without direct authority.
- **IT & Digital Tools:** Proficient with Microsoft 365 (Word, Excel, PowerPoint, Teams, SharePoint), CRM systems, and project management platforms (e.g., Asana).
- **Languages & Mobility:** Fluency in English is required (German and/or French is a plus); willingness to travel internationally.

What We Offer

- An exciting, high-visibility role leading international product launches in a core diagnostic therapeutic area.
- A dynamic, innovative work environment with a collaborative culture, open communication, and flat hierarchies.
- High autonomy to manage launch projects with room for initiative and fast decision-making processes.
- Comprehensive onboarding, modern infrastructure at our headquarters in Schönenbuch, and attractive employee benefits.

Are you ready to elevate a global diagnostics brand to the next level?

Then we look forward to receiving your application!

Please send your complete documents to:
career@buhlmannlabs.ch

Direct applications preferred. No agencies please.

BÜHLMANN Laboratories AG
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