

**Position: Product Manager**

**Location: Australia (Sydney, Melbourne, Brisbane or Adelaide)**

### **About BGI**

BGI was founded in 1999 in China with the vision of using genomics to benefit mankind and has since become the largest genomics organization in the world. With a focus on research and applications in the healthcare, agriculture, conservation, and environmental fields, BGI has a proven track record of innovative, high-profile research, which has generated over 3,500 publications, with 410+ publications in top-tier journals such as Nature and Science.

### **About MGI**

MGI is one of the subsidiaries of BGI Group, it is committed to building core tools and technology to lead life science through intelligent innovation. With a focus on R&D, production, and sales of DNA sequencing instruments, reagents, and related products, MGI provides real-time, panoramic, and full-life-cycle equipment and systems for precision medicine, precision agriculture, precision healthcare, and other relevant industries.

MGI is a leading producer and one of the few companies in the world that can independently develop and mass-produce clinical high-throughput gene sequencers, its multi-omics platforms include genetic sequencing, medical imaging, and laboratory automation.

### **Your duties as Product Manager include but are not limited to the following:**

- Taking full ownership of our product portfolio, understanding its features, benefits, and competitive landscape. Ensuring alignment with the overall business objectives;
- Responsible for developing product definition, positioning, pricing and product life cycle management to include market sensing, leading the product management function in new product development teams, pricing, customer communications, support, and revenue forecasts;
- Working closely with internal and external customers to understand their unique requirements and tailor product combinations that meet their specific needs. Coordinating with the headquarters and internal teams to ensure successful implementation and delivery of customized solutions;
- Planning and executing successful product launches, including defining target audiences, establishing pricing strategies, and coordinating marketing efforts, to maximize sales revenues, market share, and profit margins;
- Analyzing and anticipating market conditions to identify market trends, customer requirements and competitive strategy, and identify opportunities for increasing customer and business value through product differentiation;
- Developing a thorough knowledge of target customer segments, markets and the competition, defining features and functions of our products to internal and external customers, including assay design philosophy, product characteristics, advantages, and potential threats from the competition or market conditions;
- Acting as a bridge between R&D, Manufacturing, Regulatory Affairs, Quality Assurance, Sales and Applications, translating business and technical requirements;
- Researching and be a resource for information such as market changes, products offered by the competition, benefits of our products and their superior value to consumers;
- Providing product training to sales, business development team, internal and external partners;
- Communicating with customers and gather feedback to ensure our products are accurate, reliable, relevant, and valuable;
- This position will also be required to work across time zones as needed to support project deployment schedules;

- Travel will be required for this position.

#### **Job Knowledge, Skills, and Experience:**

- Requires scientific/technical talent of Product professional to support the Reagents Lab
- Demonstrated ability to set and meet tight deadlines and function well under pressure
- Ability to work in a dynamic and fast-paced environment
- Excellent communication skills, both oral and written, as well as the organization and document skills
- Understanding of Program and Portfolio Management is required
- Strong situational awareness, coupled with facilitation, team building, problem-solving, and conflict resolution skills, is required
- Working knowledge of Windows operating systems and Microsoft Office applications, including Outlook, Word, Excel, Visio, PowerPoint, etc., is required

#### **Competences:**

- Bachelor degree or above in Biotechnology, Biomedical Engineering or other relevant certifications are a plus.
- 3+ years of product management with a proven track record.
- Familiar with Genetic sequencers, Medical devices or Reagents and/or Medical products manufacturing environment(s).
- Brisbane based is preferred but not mandatory.

All applicants are assured confidentiality and only shortlisted applications will be contacted. To submit an application for this role, all applicants must supply the following documents: a Cover letter to address the selection criteria listed above and your Resume to [runze.ding@genomics.cn](mailto:runze.ding@genomics.cn)  
You must have the legal right to work in Australia to apply for this job.