

A background image showing a person with glasses, likely a professional, in a clinical or office setting. The image is slightly blurred and serves as a backdrop for the header text.

icometrix – Director of Clinical Applications

Director of Clinical Applications

Your roles and responsibilities:

- Develop, implement, and monitor the clinical guidance program with the goal to impact clinical decision-making and patient outcomes through icometrix' technology
- Grow icometrix' impact (provider install base and pharmaceutical collaborations) through:
 - Identify, develop, and manage relationships with key opinion leaders in neuroimaging, establishing a network of reference sites and clinical champions
 - Manage and grow GE HealthCare's global Neuro MR network with the support of regional clinical marketing and clinical education resources.
 - Support complex, high-value deals where scientific and clinical credibility are key differentiators through product demos, clinical presentations and scientific evidence
 - Collaborate with sales, customer success, and business development teams with clinical/medical expertise
 - Liaising with internal product, research, and evidence teams to translate innovation and scientific expertise into clinical customer value and provide structured market feedback to the internal teams
 - Improving physician experience by driving well-defined product implementation and integration strategy for different clinical sites
 - Collect anonymized data from customer sites to be used for marketing / promotion purposes, in compliance with relevant regulatory guidelines
- Own and drive icometrix' global marketing strategy to accelerate provider adoption:
 - Design and execute integrated marketing and sales campaigns in collaboration with the global MR digital marketing team
 - Responsible for the marketing integration and ensuring transition to GE HealthCare marketing requirements
 - Drive marketing tactics and implementation to support the icometrix' growth strategy
 - Developing conference strategy, ensuring alignment with campaign objectives, product launches, and pipeline priorities
 - Build high-impact sales materials and commercial messaging, translating clinical evidence into customer value
 - Develop go-to-market strategy of icometrix and neuro solutions, including, product catalog activation, pricing, training, pilot site support and feedback to Global MR
- Grow market adoption of icobrain as part of a broader neurology care pathway and through evidence-based payer interactions

