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## Job Description: Senior Product Manager, Core Cala Health, Inc.

### About Cala Health

Cala Health Inc., an award-winning bioelectronic medicine company headquartered in the San Francisco Bay area, is transforming the standard of care for chronic disease. The company's wearable neuromodulation therapies utilize electricity as medicine, merging innovations in neuroscience and technology to deliver individualized peripheral nerve stimulation, while its vertically integrated commercial model is transforming the delivery of prescription therapies. Cala Health's lead product, Cala Trio™, is the only non-invasive, wrist-worn prescription therapy currently available for essential tremor. Cala Health has new therapies under development in neurology, cardiology, and mental health, and is backed by leading investors in both healthcare and technology. For more information, visit [CalaHealth.com](http://CalaHealth.com).

### Our DNA

We're here to empower people to experience greater control over their chronic conditions and more freedom in their daily lives. Our science-first approach and rapid yet rigorous clinical development means we seek excellence in everything we do for customers and our teammates. Inspired by our work, and the talented team members who work with us, we're united in our collective goal to bring about improved, lasting patient outcomes.

Join us in building a better future.

### The Opportunity

Cala Health is seeking a Senior Product Manager to join our growing team. The role will report to Director, Product.

Cala Health offers a unique experience at the intersection of digital and medical device. You will collaborate with all functions of organization to drive our offerings with a focus on our patients. You will develop a deep understanding of our patient and physician needs to map the best-in-class products and experiences in this new bioelectronic medicine industry. You will work cross functionally to drive to solutions based on rigorous analytics and customer needs.

Specific Responsibilities include:

- Understand and advance unique business model through portfolio development
- Develop business plans, marketing requirements, and holistic product offering, including working cross functionally to set product requirements

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- Identify and execute on market research to develop stakeholder insights and translate into product portfolio
- Understand consumer and HCP behavior through research and direct interaction with stakeholders
- Deliver vision and requirements translated from needs to prioritized features and corresponding justification
- Define KPIs and mechanisms and measures that define customer preference and retention
- Develop claims matrices for new product development and identify needed clinical data or other methods to support
- Map and advance full user experience across your product offering
- Monitor market trends and determine competitive landscape in first-to-market therapy
- Manage product lifecycle of your product offering
- Conduct strategic opportunity assessments as needed utilizing robust analytics based on epidemiology, research, landscape and technical assessments with cross functional teams

### Who You Are

- Zealous voice of customer
- Enjoy a dynamic and fast-paced environment
- Demonstrated success in creating product requirements meeting the needs of customer and market
- Outstanding communication, organization and relationship building skills conducive to driving teams to decisions
  - Collaborator & partner across organization
  - Motivator and influencer
  - Easily communicate with various audiences: physician, patient, R&D, commercial team

### Desired Skills and Experience

We are looking for a Senior Product Manager to support Cala Health in a dynamic, fast-paced startup environment, exemplified by:

- Bachelor's degree required, preference in Science or Engineering. MBA strongly preferred
- A minimum of 8+ years relevant experience in product marketing, product management, or advanced degree with 8+ years relevant experience.
- Proven track record in product management. Experience in device is strongly preferred.



Cala Health believes our success is based on diversity of people, teams and thinking. We offer all employees the tools, training and mentoring they need to succeed. Our selection process is driven by the key requirements for the role rather than bias or discrimination on the basis of a candidate's sex, gender identity, age, marital status, veteran status, non-job-related disability/handicap or medical condition, family status, sexual orientation, religion, color, ethnicity, race or any other legally protected classification.

If you or someone you know might be interested in this position, please submit a resume & an introductory email to [careers@CalaHealth.com](mailto:careers@CalaHealth.com).

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