




EVA FAMECHON

GLOBAL PRODUCT MANAGER

CONTACT

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ABOUT ME

5+ years of product management at global marketing
Scientific and engineering background
Passionate by marketing, communication and design

LANGUAGES

French

Native language

English

Full professional
TOEIC 2015: 855 pts

TOP SKILLS

Computer Knowledge

Microsoft Office Suite
Adobe InDesign, Publisher
Sales Software: IBM Cognos
Analytics, ShowPad

Product Management

Graphic Design

Product Launch

EDUCATION

Biomedical Engineer Degree

Polytech Lyon Engineering School
2013 until 2016

Mathematics & Physics

Preparatory Classes at Lycée Des-saignes
2011 until 2013

HOBBIES

ART

Flute player
Drama club
Painting

VOLUNTEERING

Building connections
through the arts
Math tutoring

EXPERIENCE

Global Brady Product Manager

MicroPort CRM / Jan. 2017 until now

Product Development

- Monitoring and analyze of market & customers insights
- Definition of challenging process, product requirements and specifications
- Realization of all labelling and marketing deliverables
- Definition of product ramp-up and launch, pricing & tiering strategy

Marketing Campaigns

- Definition of subjects and management of the deployment in subsidiaries
- Update, creation and review of marketing tools and communication activities
- Leverage of clinical publications
- Creation in collaboration with agencies of iPad application and website

Worldwide Product Launches

- Participation and management of product launches
- Definition of product positioning and key messaging
- Creation and design of marketing tools for product launch i.e. brochures, sales aid, technical sheets, etc.
- Preparation of launch events to train sales team i.e. Train the Trainers

Business Continuity

- Technical and marketing support to the field

CRM Junior Technical & Education Manager

Abbott (formerly St. Jude Medical) / 2016

Completion of technical datasheets for sales force
Realization of a reference book on all the algorithms included in pacemakers
Participation in the development and implementation of training projects
Research and realization of clinical cases
Creation of a booklet on the proposed training offers

"Ateliers Biomédicaux" Project Manager

Polytech Lyon / 2013 until 2016

Communication officer and project manager
Organization of lectures on medical devices within the school
Contact of speakers and advertising to students