

Fatima Shaffer

☎ (312) 555-6948 ✉ fatima.shaffer@example.com 🔗 linkedin.com/example/fatimashaffer 📍 Chicago, IL 60611

SUMMARY

Director level MedTech marketing leader with 15 years across downstream **product management, clinical marketing, capital equipment** launches, **surgical robotics**, and procedure focused commercialization. Translates global product roadmaps and clinical evidence into clear clinical, economic, and operational value for surgeons, hospital executives, administrators, and buying committees. Leads launch and growth marketing organizations through segmentation, positioning, KOL engagement, Centers of Excellence, customer advocacy, reference site development, and adoption strategy. Connects customer intelligence, competitive insight, utilization signals, and financial analysis with messaging, campaign direction, and product decisions. Partners across Product, Clinical, Customer Success, Professional Education, HEMA, Finance, Commercial Operations, Sales Enablement, communications, and sales. Builds trusted teams and helps complex healthcare organizations turn surgical technology into sustained customer value.

EXPERIENCE

Director, US Downstream Marketing

January 2022 - Present

Helixora Surgical Robotics

Chicago, Illinois

Direct US **downstream marketing** for surgical robotics, connecting global product strategy, clinical evidence, customer insight, and commercial priorities across a matrixed organization.

- Translated **clinical evidence** and workflow needs into value narratives for surgeons and hospital executives.
- Built KOL and early adopter programs that turned customer experience into credible market insight.
- Shaped **segmentation, positioning**, content direction, and campaign priorities for launch and adoption.
- Governed US content accuracy, compliance, and consistency across global and local stakeholders.
- Connected utilization signals and **financial analysis** with adoption, expansion, and product decisions.
- Coordinated Product, Clinical, **Customer Success**, Education, HEMA, Finance, Operations, and sales partners.

Senior Marketing Director, Capital Equipment

May 2018 - December 2021

Orion Surgical Platforms

Milwaukee, Wisconsin

Led **downstream marketing** for **capital equipment**, translating clinical, economic, and operational inputs into positioning, launch direction, and customer adoption programs.

- Localized global roadmaps into practical **value propositions** for clinical and hospital buying committees.
- Developed reference site and **customer advocacy** programs that strengthened peer to peer credibility.
- Used procedure mix, competition, workflow, and utilization insight to refine market priorities.
- Directed positioning and content governance across matrixed commercial, clinical, and **communications** teams.
- Partnered with education and **customer success** leaders on onboarding and long term value.
- Built cross functional relationships that improved executive alignment around launch decisions.

Marketing Director, Surgical Technologies

March 2015 - April 2018

Meridian MedTech Solutions

Madison, Wisconsin

Owned marketing direction for surgical technologies, linking **customer intelligence**, procedural needs, competitive analysis, and financial considerations with commercial growth plans.

- Created procedure focused messaging for surgeons, administrators, and hospital **finance** stakeholders.
- Engaged clinical advisors and early adopters to test claims, workflows, and customer narratives.
- Established **segmentation** and **positioning** frameworks for complex surgical technology portfolios.
- Guided **case studies, testimonials**, executive narratives, and customer visit preparation.
- Analyzed market signals and customer needs to prioritize adoption and utilization initiatives.
- Mentored marketing colleagues through launch planning and matrixed stakeholder reviews.

Senior Product Marketing Manager

July 2012 - February 2015

Northstar Clinical Technologies

Minneapolis, Minnesota

Managed product marketing for clinical technologies, supporting evidence translation, customer insight, positioning, education, and field readiness across surgical markets.

- Converted clinical research and workflow observations into concise product value stories.
- Supported **KOL engagement** that gave product teams useful early market perspective.
- Mapped customer segments, buying needs, and procedural priorities for launch planning.
- Prepared content direction for sales education, **professional education**, and communications partners.
- Tracked competitive activity and customer feedback to inform roadmap conversations.
- Built collaborative relationships with clinical, product, and commercial colleagues across functions.

Product Marketing Manager

June 2011 - June 2012

Lakeview Medical Products

Evanston, Illinois

Supported product marketing for medical products, building foundational experience in clinical messaging, customer research, segmentation, and commercial coordination.

- Researched customer needs and procedure workflows for product positioning discussions.
- Organized feedback from clinicians and commercial partners into usable **market insights**.
- Supported content development for product education and customer conversations.
- Reviewed competitor claims and market materials for **positioning** opportunities.
- Helped coordinate launch activities across product, clinical, and commercial stakeholders.
- Built trusted relationships with peers while learning complex healthcare marketing operations.

PROJECTS

US Surgical Robotics Launch Strategy 📅 2024

Created a US launch framework connecting clinical evidence, economic value, customer segmentation, KOL insight, reference sites, and adoption priorities.

Centers of Excellence Advocacy Program 📅 2021

Built a reference site approach with selection criteria, customer stories, executive narratives, site visits, and peer advocacy.

LEADERSHIP & AWARDS

- Women in MedTech Marketing Forum Mentor, 2020 - Present
- Cross Functional Launch Leadership Recognition, Surgical Technology Portfolio, 2023
- Customer Advocacy Program Recognition, Capital Equipment Marketing, 2021

EDUCATION

Master of Business Administration

2011

Northwestern University GPA: 4.0

Evanston, Illinois

***Coursework:** Marketing strategy, financial analysis, operations management, organizational leadership*

Bachelor of Science in Marketing

2009

University of Illinois Chicago GPA: 4.0

Chicago, Illinois

***Coursework:** Brand management, market research, consumer behavior, marketing analytics*

CERTIFICATIONS

- Certified Product Marketing Manager 📅 2020
- Project Management Professional 📅 2019

TECHNICAL SKILLS

- **Marketing Strategy:** Segmentation, positioning, launch strategy
- **Clinical Marketing:** Clinical evidence, procedure marketing, workflow analysis
- **Customer Intelligence:** KOL insight, early adopter research, customer needs
- **Advocacy Programs:** Centers of Excellence, reference sites, testimonials
- **Content Marketing:** Case studies, customer stories, executive narratives
- **Digital Marketing:** Digital platforms, campaign direction, channel strategy
- **Data Analysis:** Market analysis, utilization signals, performance measurement
- **Financial Analysis:** Customer economics, value frameworks, financial modeling
- **Commercial Operations:** Onboarding, adoption, utilization
- **Product Management:** Roadmaps, value propositions, evidence translation

- **Professional Education:** Clinical education, customer education, field education
- **Leadership Methods:** Team development, matrix leadership, inclusive leadership

SKILLS

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|----------------------|-------------------------|---------------------------|---------------------------|
| • Product marketing | • Market segmentation | • Data analysis | • Team leadership |
| • Clinical marketing | • Brand positioning | • Financial analysis | • Market insights |
| • KOL engagement | • Content marketing | • Launch strategy | • Performance measurement |
| • Customer advocacy | • Customer intelligence | • Executive communication | |

PROFESSIONAL AFFILIATIONS

- Women in MedTech Marketing Forum, Mentor, 2020 - Present
- MedTech Marketing Leadership Network, Member
- Surgical Robotics Commercialization Community, Member

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST