

**Chapter 30 Product Planning
Career Chatroom Career Profile**

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Q What do you do at work?

A I work in marketing as a product manager for Stryker Orthopaedics. I am a member of the hip marketing team. As a marketer for a medical device product, I am required to wear many hats as part of my job function. I am responsible for the sales reporting, sales force support, voice of customer data collection, surgeon support, and many other tasks for my product. I am essentially the face of the product for the company.

Q What was your first job in marketing?

A My first job in marketing was a marketing intern at Stryker Orthopaedics. Stryker is the only place I have ever worked or held a marketing position.

Q What skills are most important to you?

A Since I am in a customer-service oriented business, every point is a touch point with our customers, whether it be surgeons or the sales force. Therefore, it is very important to have a strong skill set in communication, follow-up, professionalism, discipline, and organization.

Q What is your key to success?

A My key to success is giving 110 percent every day for everything I do at work.