Dear MR scientist,

You are wondering why I am posting a Product Manager position to you? Let me explain:

Neoscan Solutions is the coolest MR manufacturer I am aware of. See for yourself at [www.neoscansolutions.com](http://www.neoscansolutions.com). While the website is outdated, I hope it still brings across that we are a highly innovative workplace.

• You have built an RF coil, you have programmed a sequence or a reconstruction, or you have fed a network? You have enjoyed doing research, but you are asking yourself now, is it time to move on?
• You have enjoyed the communication part of your work? When you wrote a publication or a grant proposal, you liked the wordsmithing or creating a graphical presentation which would be easy to understand?
• You have the feeling that if you focus on the communication part, you could be good at it?

If you answer these questions with a Yes or a Maybe Yes, then please read on!

We are looking for a product manager with outbound focus to build our brand reputation and to tell the world about our products. The other route to get to this position could be that you are coming from the professional marketing & communication end. In my view it cannot be said whether the original scientist or the original communication professional will do better, both would need to fill their blind side.

Today we ask you as a scientist whether you are ready to dive in new waters: We are promoting our products to MR scientists, too. Hence you will be familiar with some of the recipients of your messaging. You will understand their feedback, and you can carry this feedback back into Neoscan so that together with our customers we will build even better products. We are convinced that closing this feedback loop is vital in MR; this part of the job would be hard to learn for anyone without hands-on MRI experience.

To us marketing and R&D are equally important: MR products need a lot of explaining; we believe that excellent messaging and explaining is crucial to our success in the market. We have a world class R&D team, and we will not be complete until we have found our world class marketing team. Good marketing is an art, and together we will make sure that it is also fun.

On YouTube, please search for “Steve Jobs marketing” and have a look at the first entry shown. If you find his approach to Marketing inspirational, and if you like to find your own approach to it, this position might be a good one for a significant next step in your career. Then please shoot me a message, and tell us about your motivation!

The company is located in Germany, speaking German is certainly helpful but not required for joining us. We will discuss the details of work life balance and payment once we are in touch.

Best,

Stefan

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