MEDICAL MARKETING
SALARY GUIDE & TRENDS OUTLOOK
2019
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Understanding Your Salary Guide

The FloodGate Medical Marketing Salary Guide is a comprehensive resource for this year’s compensation and hiring trends throughout the US medical marketing sector.

This guide highlights the salary ranges and descriptions of several key marketing positions. The information and figures inside are based on hundreds of placements by FloodGate, and thousands of marketers whom we’ve interviewed.

Understanding the latest salary trends and recent hiring outlook is a crucial aspect of attracting and retaining top marketing talent. Our Medical Marketing Salary Guide gives you the discreet insight you need to meet the industry’s emerging salary expectations in order to successfully recruit, engage, and retain your future workforce.
**Medical Marketing Industry Trends**

Trends in the marketing space are changing at warp speed. Despite the talent shortage and “candidate driven” market effects, there are still plenty of exciting things happening in the space. Some of the most noteworthy trends this year, include:

**Talent Shortage**

There's a noticeable shortage of quality marketing talent that is pervasive throughout the medical manufacturing space. Unfortunately for employers, the trajectory for this shortage does not appear to be improving anytime soon. Savvy employers should take note, in order to mitigate this shortage and improve their chances of attracting the best talent. While not exhaustive, here are several factors for the talent shortage:

1. Other than pharma, where marketing remains king, most capital, device and biotech companies are driven by sales. This strips the influence that many marketing teams once experienced, causing a domino-effect. The result? The perception of an inferior career move.

2. Many medical companies are not prioritizing recruitment and retention strategies to win over the industry's elite with competitive compensation & remote work options. This significantly reduces their talent pool to a fraction of its potential.

3. Marketing used to be a critical “rung” on the corporate ladder, however, the industry is trending away from this linear model of organizational development. This means that marketing teams are no longer made up of the company's cross the board “best & brightest” but instead, composed of true & true marketers. This is not a bad thing, but it frequently reduces the pool for talent.

**Increased Emphasis on Collaboration**

Today's most innovative employers are collaborating with their talent acquisition partners not only on hiring, but business planning & marketing as well.

Internally, this means bringing HR leaders to the table. Initiatives involving unifying corporate brand, messaging, diversity, inclusivity and transparency have much greater reach when they move outside of the traditional siloed approach. For example, remember when hiring used to be considered an “HR problem”? (Most) Companies now know it's their single most important business decision.

Externally, this means looping recruiting partners into workforce planning, goal setting and engineering teams. When motive alignment is reached in this type of partnership, true magic starts to happen.

**Digital Marketing**

Today, roughly 75% of the information surrounding a job applicant is gathered before you ever speak with them. As a marketer, you know just how paramount that first impression can be. The same is true for your employer brand. People-first employers are taking notice of this groundswell social movement, and making significant adjustments to their marketing strategies. What key elements are we seeing from these industry leaders? (or insert companies like...list a few)

1. Authenticity: The medical industry is far behind the rest of the digital world when it comes to communicating with its community. As often as possible, wherever possible, talk, look and act like humans.

2. Consistency: Create a content calendar not just for product/service related initiatives, but also those that boost your culture & employer brand. And keep doing it.

3. Measuring ROI. Gathering quantitative and as much as possible, qualitative data cannot be understated. Especially if you're new to social, setting objectives for likes/shares will help your team shape your digital strategy and make adjustments where needed.

4. Motivation. Encourage & incent your internal team to participate in your social campaigns (and the sooner the better, as algorithms have shown that early engagement goes a long way).

5. Accessibility. As any of us can attest to, we've grown to expect nearly 24/7 or live chat features with much of our consumer habits. While the medical community may not rival Zappos in it's customer centricity, we can make large strides in becoming more accessible to our customers whether that's through quick responses on social outreaches or promoting a community driven campaign.
Meet the FloodGate Team

**JOSH HEUCHAN**
FOUNDER, FLOODGATE MEDICAL

- Founder of Artillery Sales, WheelHouse and Healiant
- Serial entrepreneur
- 20 years in Med Device Executive Recruitment
- Husband to the best wife in the world. Father to 3 of the coolest teenagers on the planet
- Passionate about helping people find their calling through work
- Unwisely addicted to big wave surfing, downhill mountain biking, vertical climbing/hiking and backcountry snowboarding
- Love traveling, hanging with friends and family and being outdoors

Josh Heuchan is the Founder of Artillery Sales, FloodGate Medical, WheelHouse and Healiant, all based in Tampa, FL. He brings his expertise to this industry with 20 years of medical device executive recruitment experience. He is a serial entrepreneur and all of these companies fuel his passion for helping people find their calling through work and bettering themselves personally and professionally. Some of his favorite hobbies include big wave surfing, downhill mountain biking, vertical climbing/hiking, and backcountry snowboarding. He also enjoys traveling with his amazing wife and 3 teenagers, and spending time with friends!

**JOE MCCLUNG**
PRESIDENT, CHIEF COMMERCIAL OFFICER

- 20+ Years in medical device
- Led a $120M business for DJO
- Experience managing and growing a sales team of 100+ people
- Two amazing kids and a lovely wife
- Love to do insane athletic event like paddling from the Bahamas to Florida

Joe McClung is the President and CCO of FloodGate Medical based out of our Tampa, FL office. After spending 20+ successful years in the medical device world, leading a $120M dollar business for DJO Global, both managing and growing a sales team of more than 100 people, Joe made the transition from sales to the recruiting side of the medical device industry. Upon learning about the mission, vision and values held at FloodGate, he knew it was the right time and opportunity to make the change! Beyond the office, Joe has a wonderful wife and two amazing kids at home that he loves to spend time with. Fun Fact: Joe is always up for ANY kind of challenging physical activity - he just recently paddled 80 miles from Bimini, Bahamas to Lake Worth, FL in support of Cystic Fibrosis. It took him just over 16 hours!
Meet the FloodGate Team (continued)

HEIDI HERRICK
DIRECTOR OF COMMERCIAL EXCELLENCE

- 15+ years in the medical device recruiting industry
- Founding member of FloodGate Medical
- Represented hundreds of medical device companies
- Placed hundreds of medical marketers & sales people
- Unanimously voted best Mom in the world award 8 years running
- Enjoys Church, Surfing, Swimming & Family Time

Heidi Herrick is FloodGate Medical’s Director of Commercial Excellence and based out of San Diego, CA. She is one of the founding members of FloodGate Medical and has been with the company and in the medical device recruiting industry for 15+ years. In that time, she has represented hundreds of medical device companies searching for top talent and placed just as many medical sales and marketers at those companies! Outside of working hours, Heidi enjoys attending church, surfing, swimming and spending time with her husband and 3 children, who have unanimously voted her as Best Mom in the World for 8 years running.

CHRIS GREGORY
DIRECTOR OF RECRUITING

- 16+ years of recruiting experience
- Degree in Kinesiology from the University of Michigan
- Live in Denver, CO with my wife, dog and cat

Chris Gregory is the Director of Recruiting at FloodGate Medical, comes with 16+ years of extensive recruiting knowledge and experience and has been with FloodGate for about half of that time. He attended the University of Michigan and earned a degree in Kinesiology - Let’s go Blue! Chris now lives in Denver, CO with his wife, and their dog and cat. Outside of work, they enjoy all things outdoors and use their amazing location to their advantage in their free time!
Meet the FloodGate Team (continued)

JACLYN FERRY
SENIOR TALENT & OPERATIONS MANAGER

ELAINE BURNETT
STRATEGIC ACCOUNT MANAGER

JILL GIRARD
STRATEGIC ACCOUNT MANAGER

CONNOR SCOTT
STRATEGIC ACCOUNT MANAGER

MARK TEAGUE
DIRECTOR OF MARKETING

YANNICK LANGE
LEAD ANALYST
A New Approach: Commercially Led Organizations

Joe McClung, President and CCO of FloodGate Medical

I am sure you have heard the debate over which is the best leadership model for medical device companies: sales led or marketing-led organizations? Which do you think is better? In the world of Medical device/Med-Tech, PPI (Physician Preference Items) have driven the market. This means the moment of truth occurs in the OR or on the floor, when a great rep that has developed trust and access, is able to uncover an unmet need that the new device can meet. Since access and trust among a small group of decision-makers is crucial for success, the seller becomes top of the heap. This market paradigm means as companies grow they build cultures and structures that are designed to support the needs of these sellers and their physician customers. The great news is, these companies have been nimble to the needs of their physician customers and have been responsive to the sales force to make the quarterly number. The challenge that a sales led organization always faces is the allocation of finite resources for maximum market impact. In its worst form, sales-driven organizations have Marketeers reacting to requests for projects, never doing any of them correctly and actually upsetting the customers they are trying to serve.

The marketing-led organization, by contrast, starts with the marketing plan and the sales team is the mouthpiece to execute that plan. When we think of pharmaceuticals’ commercial strategies they typically take the form of marketing-led organizations, involving all the messaging and activities completely scripted to sharp value statements. This approach allows for correct resourcing and creates a consistent on-message communication to the market. The challenge comes when you need to retain high-level free thinkers who can discuss problems toe to toe with surgeons. Those type of individuals don’t stay long in constrained environments. Secondly, like the Marines often say “no plan survives first contact” and a solely marketing led organization is often not nimble enough to quickly adjust when the plan is not working for a market or situation.

A new paradigm needs to be created for the medical device industry, because both of these models above have flaws. In a world where the single surgeon can no longer create change, the sales led model simply doesn’t work anymore. I spoke with Marcus Girolamo, the SVP of Marketing for Organogenesis, about a new model he calls “Commercially Led” organizations. This combines the robust discipline of classic marketing using data to establish a plan, in conjunction with sales leadership. This means that together, they put the customer at the center using facts and an understanding of the needs of the customer to determine how they will allocate their finite resources, deciding what they will stop doing as what they will do TOGETHER. With this mutual understanding, the commercial team creates the core messaging and tools needed to create the objective of adoption. In this model, Marketeers see themselves as part of a greater commercial team where they are actively in the field to help make adjustments. The sales team also understands the focus of the company and where resources should be applied so they can make the calls/promises that will gain allocation at the moment of truth.

This new era of healthcare is being ushered in through a collaborative approach. It makes sense that these commercial organizations who are providing unique solutions for their customers, should lead by example, with the ultimate goal of meeting the needs of their patients and those who care for them.
What do you remember about your childhood? As you reflect on that question, stories from your life rush through your mind. Happy days, sad days, challenges, and triumphs are as vivid as the day they occurred, and if prompted you would recite the memory in story-form like the chapters of a well-written book.

Stories are a powerful form of communication and can influence, entertain, inform, and educate. In business, marketing has successfully used the art of storytelling in various industries to more closely connect with their target audience resulting in impassioned brand loyalty and sustained revenue generation. So why is it that we, as Medical Device Marketers, insist on boring our customers with “speeds and fees” of our product or service?

If you’re like me, you’ve probably blamed Regulatory or Legal for constricting your creative abilities (thanks a lot sales prevention team!). The reality is we can do better regardless of our highly regulated industry. It’s time to write a new chapter in our industry and the title is Storytelling.

If one were to compare creative content and messaging from other industries, you’ll quickly realize marketing within the Medical Device industry lives in medieval times. Sure, the product technology is fascinating, and innovation is accelerating at a rate never before seen in healthcare, but our messaging focus is often times solely on the product specifications or differentiated features rather than the value said product provides to customers and patients. With that said, below is a summarized approach towards delivering content to your target audience using story.

#1 – Simplify Your Message
Perhaps it is because our customer base are highly educated individuals, or because the technology we are selling is especially complex, but we have a tendency to overcomplicate our message. The fact is that in doing so, we’ve completely lost our audience. Take, for example, the following statement:

“The effective germicidal range using ultraviolet light for vegetative bacteria is between 200-315 nanometers”.

Doesn’t that sound incredibly boring and complex? What does that even mean anyway? Furthermore, how the hell does that positively impact a patient’s life? If you found yourself asking those questions, then you know the messaging failed.

As a general rule of thumb, if your message is clear and concise enough for a 5th grader to understand and retain, then you’ve hit the mark. Don’t believe me, try an A/B test with your messaging. First determine what result you want to achieve with the messaging (i.e. lead generation). Write two versions of the same message, one as you would typically message the product, and the other a scaled down, simplified version. Then randomize and track what you are testing. I absolutely guarantee that the simplified message will win.

#2 – Neither You, the Company, or the Product are the HERO
As Kendrick Lamar, the Grammy award winning lyricist once said, “sit down, be humble”. As hard as it may be for some of your companies to accept, the products they provide, while important, are not the protagonist of this story. The product your commercial organization is selling is merely a tool used to solve a problem and achieve a desired result. It is up to you to determine who the true hero in your story is and develop a story around how your product can help them achieve the desired, positive outcome. In many cases the hero will be a healthcare professional, but in others it could be the patient. While the role of the hero may vary, your company or product should only be a strong supporting actor.

#3 – How is Your Portfolio Differentiated
Where does your portfolio differentiation and value reside? What does your company offer that no other company can compete with? How is your offering most capable of solving your customer's problem? As you may have observed, I have used the word “portfolio”, “offering”, and “company”. I have done so intentionally because many marketers within the Medical Device industry have managed product lines that are highly commoditized with little to no true value added differentiation.

If you currently manage a differentiated disruptive technology, consider yourself lucky because your job is…dare I say….easy. Those that are attempting to differentiate based off of screw thread pitch, or domestic vs imported gauze have their work cut out for them. Don’t fret, not all is lost, but you have to uncover true value for your customers and their patients. To the best of your ability, leave the “red ocean” and swim to bluer waters. In such circumstances, you may need to look beyond the product.
What does your service offering look like? Does your company have a direct sales force whereas the competition may be distributor based? What programs could you develop for the healthcare professional or patient population that may lead to improved outcomes? What educational resources exist or could be developed to improve compliance or patient safety? Once you’re clear on your portfolio’s true value proposition, then weave that value into your story. Clearly articulate what success looks like using your product or portfolio and how your supporting role will help the healthcare professional or patient achieve hero status. As important as what success looks like, is what life might be without your product or portfolio’s assistance. This alternative approach will force your customers to ask themselves, “can I really envision my life without this product?”

#4 – Gain Organizational Buy-In and Acceptance

While this doesn’t directly pertain to storytelling, organizational buy-in is a critical aspect of a successful messaging exercise. Clearly outline your objective and include various functional areas of the organization. These include, but are not limited to, c-suite or executive leader, sales, marketing, medical affairs, medical education, legal, and client services. Conduct a kick-off meeting followed by periodic “check-in” meetings throughout the messaging development. This will ensure all parties are involved in the process and greatly increase your visibility and success rate.

It is my hope that the information provided forces you to think about how you are currently approaching message development within your respective organization and for your respective products. Medical Device Marketing can improve, and it is my experience that storytelling can have a positive impact that produces tangible results. For those that want to take a deeper dive into story themed messaging, I recommend evaluating StoryBrand (storybrand.com). Portions of the content above are derived from their formula, but I’ve adapted it to the Medical Device industry. StoryBrand’s online and in-person workshops take a deeper dive into story development for marketing message purposes.
INDUSTRY INSIGHTS #3

How to build an Army of Brand Ambassadors

Heidi Herrick, Director of Commercial Excellence, FloodGate Medical

You don't have to have Nike's budget or the influence of soccer phenom Ronaldo to generate viral buzz about your brand. In fact, consumers are growing increasingly more skeptical of paid endorsers, and are instead embracing regular joes who tote approachable, authentic brand messages on social platforms like Instagram, Twitter & Facebook. But for a company who sells pressure ulcer prevention products, not perfumes or sneakers, how does this strategy called ‘brand ambassadorship’ actually work?

Your answer might be sitting right under your nose.

Your employees, when equipped & mobilized, have the potential to do incredible things for your brand.

Here are 4 no-frills, low-cost things your marketing team can start doing now to boost your organization to the next level.

1. Create great content, and do it consistently. You could have the happiest employees on the face of the planet, but if they aren't armed with great branded content with clear & easy guidelines on how (and how not) to promote it in their own personal networks, you might as well go back to a print only campaign.

2. Motivate your people to get involved & spread the word. This will look different from company to company, but consider what would get your people fired up & then set up a fun way to keep them engaged to share the love. Maybe it's quarterly contests for who gets the most shares, or maybe it's featuring employees at company meetings or in promotional material. Whatever it is, implement something to keep your people enthused about spreading the good vibes.

3. Harness the potential of your customer service team. Chances are, they could be spending more time with your customers than the sales reps. What message are they sending? Do they understand the vision & do they have the tools to communicate it effectively?

4. Find ways to measure ROI. If you can track who/where/what/how, then you can start making adjustments for what's soon to be a powerhouse brand ambassador program. Not sure what to measure? Start small with impressions & engagement. Over time, work up to creating a hashtag for your campaign that can be measured across social platforms. Before you know it, your team will reach social nirvana when revenue can be traced back to how your ambassadors influenced a purchasing decision through a LinkedIn post.
Q&A w/ Tina Grogan, VP Marketing Americas KCI

Q) What attributes do the best Medical Device Marketeers possess?

A) I believe there are 3 key things: First, decision making using an evidence-based approach (not analysis by paralysis!). Budgets are usually slim in our industry, so your market research should be directional, and course correct as needed. The second thing is to always do the right thing, especially if you don’t think anyone is looking! I have been in the healthcare field over 27 years and tell everyone this is rule #1. I have seen many people lose their jobs for bad decisions. Thirdly, educate, educate, educate, as evolving trends in marketing, digital marketing, healthcare, regulatory, economics and politics all impact what and how you execute your plan.

Q) How has the role of healthcare marketing changed in the last 10 years? Any predictions on the next 10?

A) Just like the shift of brick & mortar stores moving online, we are seeing the same shift in healthcare. We used to buy magazine and TV ads and now we use digital marketing, predictive analytics and very tailored marketing to reach our end users. Our spending has become much more targeted and the regulatory environment has become much more rigorous, which does create some hurdles. I don’t have a crystal ball about the future but I’m excited to see what the stealth Amazon health conglomerate and CVS both have in store for helping provide to the masses. Also, I’d like to see the politics take a back seat so we can have greater reach to people in need, but at the same time holding people accountable for their health in the areas they can control.

Q) What advice would you give to the marketing leaders reading this, when it comes to attracting & hiring great marketing talent?

A) I have hired people from all backgrounds and the most important quality I look for is fire in the belly. I worry less about whether they have a strong marketing background but more of the burning desire to learn. My undergrad was in neuroscience and I had zero marketing experience, but figured it out when given the chance from some great marketing mentors. Work ethic and integrity to me are most important and you can teach the rest! Lastly, it is important to try to hire a diverse group of marketers from different backgrounds as this enriches the dynamics of any team.
How to attract & engage the best marketing talent

Chris Gregory, Director of Recruiting – FloodGate Medical

How to attract (and retain) top marketing talent

Medical device marketing is a very competitive environment, and one where there seems to be an imbalance of supply and demand. Many companies understand the critical importance of marketing to generate sales revenue, but securing top talent is a challenge since medical manufacturers are all fishing in the same relatively small pond, trying to hire and retain the best marketing talent. And given the incredibly low unemployment rates we are seeing, it’s no wonder companies are struggling to land elite marketers.

So how do you compete for talent?

- Know what great looks like.

How is “great” measured in this role? What are the skills that are needed? What would a candidate’s background and successes look like in order to perform this job at a high level? Numbers, facts and figures of growth on a resume can show a track record of performance and be a predictor of future success. Know in advance what it is that would make someone a great match.

- Define the role with clear expectations.

Know what this person will do and how they will fit within the existing infrastructure. How will this hire fit within the marketing department? What are the core responsibilities for the position? Is this a marketing generalist role doing all things upstream and downstream, or is it a more specialized role that focuses on one or a few aspects of marketing, like marketing communications? How will this hire interface with the sales team, with sales operations, with Key Opinion Leaders in the field, or with manufacturing? If you can’t provide a compelling overview of what the role is and WHY it’s important to the organization, it will be difficult to engage difference-making talent.

- Nail down the hiring process, eliminating any time wasters.

What steps need to be completed and who needs to be involved? And maybe more importantly, what steps can be eliminated that may killing your chances of onboarding the most sought after candidates? This is important since candidates have options and are likely being approached on a weekly basis for career opportunities. Put your hiring plan in place and execute it swiftly. If you have engaged good marketers that are interested in the role and the process lasts for months, you will lose momentum and often lose out on top candidates, who will join other companies that have the ability to identify and hire talent more quickly.

- Recruit, recruit, recruit.

This is not your father’s hiring process. The days of being able to hire someone exclusively based on how they can help you are over. Candidates have options and need to be “sold,” themselves. Why is your company and this position compelling? Out of all the options that top talent has in today’s market, why should they want to join your team? As a hiring manager, the process should be a give and take. Yes, you absolutely need to know if the candidate possesses the skills for the role and if they’ll fit within your company culture, but you also need to give, in order to get. Whether it is the products/technologies/services, culture, compensation, benefits, career development opportunities or many other parts of the greater whole, candidates need to know what is in it for them, both immediately and in the long term.

- Offer job flexibility.

Can this hire work remotely, even if occasionally? Telecommuting is common today. Offering positional flexibility is likely to resonate with many candidates. Some jobs do require being in the office 5 full days a week. But if the job can be done without that requirement, consider it. It’ll increase your talent pool.

- Engage & retain.

Getting a new hire in the door is a great start, but you need to continue to offer a compelling dynamic every day. Candidates are recruited for dynamic, flexible and lucrative opportunities all the time. Make them want to stay with you!
Salary Guide

The salary ranges in this guide reflect the compensation figures our marketing candidates have received over the past year. The ranges vary based on company size, location, and additional salary details such as bonus structure, equity, etc.

For employers, this guide will help you gain an understanding of the current market outlook for attracting and hiring elite marketing talent. For those currently considering new career opportunities, this guide will inform you of current market conditions.

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<th>Position</th>
<th>Average Base Salary</th>
<th>Average Total Compensation</th>
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<td>Product Marketing Manager</td>
<td>$121,000</td>
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This data is a triangulation from reporting created by the Economic Research Institute and our survey of over 230 individuals and 150 companies from the Med Tech Space.
About FloodGate Medical

Whether you’re a marketing professional looking for your next opportunity within the medical field or your organization is looking for talent, FloodGate Medical can help you reach your goals.

At FloodGate Medical, our mission is to improve lives by uniting great people with great companies. We aim to dazzle every candidate, every client, every time.

With a network of the top marketing and sales talent located throughout the country and established partnerships with the best medical companies, our team consistently matches dynamic talent with high-growth career opportunities. Contact our team today to learn how our unique approach to recruiting can solve even the most difficult hiring & retention problems.