

Aura Reality if part of Hexagon, the global leader in reality technology. Aura is a 3D imaging system for aesthetic medicine, it allows practitioners in aesthetic medicine to capture patient's face instantly, creating a 3d model for detailed skin analysis and facial measurements.

You'll shape the next generation of the Aura 3D Imaging System, and you'll do it from the field, not from behind a desk. You'll spend much of your time with clinicians and technical teams around the world, observing how they use the system and turning what you learn into product decisions. You'll partner with sales to arrange customer access and share product knowledge, while focusing on product discovery and development rather than sales. Your focus is the hardware, in close exchange with our software team. If you get your best ideas from real conversations in real clinics, this role is for you.

Product Manager - Aura 3D Imaging System (Market & Field Focus) (f/m/d)

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This appeals to you

- Be in constant exchange with customers worldwide through clinic visits, demos, user interviews, trade shows and congresses
- Partner with sales to join selected customer sessions, observe clinical workflows, validate product needs and gather structured feedback. This role has no sales targets or responsibility for closing deals.
- Own the hardware roadmap for the next product generation: define requirements, set priorities and write clear specifications
- Translate customer needs into concrete requirements for engineering, and work closely with the software team so hardware and software fit together

This is you

Must have:

- 3-5 years of experience in product management or a similar role with hardware products
- A basic technical understanding, enough to discuss hardware topics confidently with engineers
- Fluent English, written and spoken
- Excellent communication skills, with the ability to discuss product needs clearly with clinicians, commercial colleagues and engineers.
- A hands-on attitude: you roll up your sleeves and take care of things yourself, from preparing and transporting the equipment to showing new

- Follow the market closely: competitors, trends in aesthetic medicine, and new technologies in 3D imaging, cameras, sensors and AI
- Drive products from concept to launch together with engineering, quality and marketing
- Contribute technical product input to launches, including product information and training for sales and distribution partners.
- Measure how products perform after launch and feed what you learn back into the roadmap

developments to customers in person. You're not afraid to get your hands dirty

- Willingness to travel internationally

Preferred:

- Experience in the aesthetic industry
- Understanding of how hardware and software work together in a connected product
- Every additional language is a plus
- Bachelor's or Master's degree in business, engineering or a related field

Who you are

- You love working with customers and get energy from being in the field
- You enjoy working closely with sales and see them as partners
- You're curious and always up to date on the latest trends and technologies
- You turn lots of input into clear decisions, and you can say no for good reasons
- You're structured, self-driven and comfortable in a fast-moving environment

We offer you

- Flexible annual working hours based on a 40-hour week
- 25–30 days of vacation, depending on age
- Hybrid working model
- Bonus system and extra-mandatory pension fund contributions
- Opportunities for personal and professional development
- Relocation support
- Employee discounts and various company events
- International working environment with collaboration across teams and countries

Here you can find more information about us as an employer.

About Us

At Hexagon, we are the global leader in measurement technologies. Our precision measurement, positioning, and autonomous solutions transform the world's most vital industries – providing the confidence that customers rely on to build, navigate, and innovate.

From microns to Mars, we drive productivity, quality, safety, and sustainability where it matters most. We help industries operate smarter, reduce risk, and reach new levels of efficiency.

Looking ahead, we are advancing our customers towards a future of true autonomy – enabling them to meet sustainability and demographic challenges with confidence.

With approximately 16,000 employees across 50 countries, Hexagon combines global scale, expertise, and innovation to make a lasting impact across some of the world's most vital industries.

Learn more at hexagon.com.

Contact

If you have any questions, please do not hesitate to contact Dominik Kung, Talent Acquisition Partner.

APPLY NOW

Aura Reality

Job-ID: vhmslkwr

