

Our client is a prestigious, global-acting and internationally leading biopharmaceutical enterprise.

We are recruiting a.s.a.p. for a dedicated and qualified:

Marketing Lead / Director Germany (m/f/d)

Standort: Greater Munich
Kennziffer: 25157

Your tasks

- Collaborates with Sales Force to ensure effective communication and implementation of marketing strategy and solicits and uses feedback to optimize marketing channels and communication messages.
- Cooperation with the partner company marketing and sales team to optimize the marketing efforts for IBD indications.
- Forecasts revenue and expenses based on strategies and tactics defined in Business plans. Manages and controls portfolio-marketing budget within agreed profitability targets.
- Collaborates with Medical group to ensure optimal interactions aimed to support product portfolio strategy.
- Drives cross-functional product teams and key stakeholders within the company to ensure alignment on strategy, key themes and deliverables
- Collaborates with Market Access Teams to ensure aligned approach to reduce prescription hurdles via aligned market assets and business unit activities for full availability of product portfolio at National / Regional / Local level
Responsible for oversight and strategic direction across a number of projects, including overall agency management.
- Ensures that all marketing activities are in compliance with regulatory and legal requirements.

Your qualifications

- Typically requires an advanced degree such as an MBA, PhD or equivalent is desirable
- Prior experience in the therapeutic field of rheumatology is preferred but not mandatory
- Prior experience in a highly competitive therapy area is required as well as previous therapeutic indication with high scientific emphasis
- Requires highly developed leadership skills with an ability to set a vision, to lead change, and mentor others. Must possess excellent strategic thinking skills with ability to formulate, develop and execute development strategy plus the ability to see a clear picture to be able to focus on priorities. Advanced experience with product lifecycle management is preferred. Extensive knowledge and experience in pharmaceutical product life cycle management/marketing in a variety of therapeutic areas preferred
- Product launch understanding and experience in pre-launch and market development work within specialty care
- Prior experience in people management with direct report is strongly recommended
- Must possess excellent interpersonal skills with ability to lead, interact with, focus, resolve conflict and drive consensus among individuals from a variety of cultures, and disciplines
- Must have excellent management skills including training, coaching, performance management, planning, prioritization, objective setting, recruitment and selection, meeting management and plan execution
- Must have strong executive presence with ability to command respect through exercise of sound business judgment and clear decision-making. Excellent communication skills with an ability to efficiently and productively communicate both orally and in writing and very good presentation skills are required
- Must possess a demonstrated ability to conceive, develop and implement multi-dimensional marketing and business plans
- Must possess sophisticated negotiating, influencing, project management and consulting skills
- Must be able to successfully perform complex budget management with an understanding of revenue forecasting. Experience managing cross-functional teams or work groups as well as direct reports
- Must have a good general knowledge and understanding of market access topics such as AMNOG process and economic prescribing in the AMNOG context
- Has demonstrated ability to successfully play an important intermediary role between brand development and pure medical marketing activities. Successfully develop external relationships leading to brand advocacy
- Experience/ability to interact within International matrix/context will be a preference
- High level of English and national language is mandatory
- Experience in marketing products in the immunology/inflammation is desirable.
- Experience in managing advanced multichannel activities will also be considered a plus.
- Sales experience and/or International experience will be considered a strong plus
- Resilient and acumen profile with the ability to deliver in an ambiguous environment
- Ability to engage and manage multiple stakeholders to achieve the objective
- Curious with learning agility
- Operationally excellent
- Organised with systematic approach to prioritisation
- Process orientated to achieve the business objective

Seit 2003 vermittelt Optares Medical erfolgreich Fach- und Führungskräfte an Unternehmen der pharmazeutischen, biotechnologischen und medizintechnischen Industrie. Dabei profitieren Sie als Kandidat durch unsere langjährige Branchenexpertise und unser weit reichendes Netzwerk zu den jeweiligen Entscheidungsträgern. Wir ermöglichen Ihnen somit den Zugang zu passgenauen Positionen inklusive echten Herausforderungen und entsprechenden Weiterentwicklungsmöglichkeiten.

Die professionelle, diskrete und transparente Betreuung unserer Kandidaten während des gesamten Bewerbungsprozesses steht dabei für uns im Mittelpunkt.

Ihre Ansprechpartnerin

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Folgen Sie uns auf

