

Job Description

POSITION: PRODUCT MANAGER

LOCATION: CANADA

DEPARTMENT: THROMBOSIS

RESPONSIBLE TO:

Senior Product Manager

POSITION SUMMARY:

This position will contribute to the company revenue and help maximize the profitability of innohep® by implementation of strategic and tactical marketing programs and material to expand brand presence and drive business objectives. As part of the cross functional team, this position will provide input into the Strategic and Tactical plan.

JOB INTERACTIONS AND INTERFACE:

This role interacts with internal staff in: Thrombosis, Finance, Market Access & Business Intelligence, Scientific Affairs, Human Resources. Externally this position interacts with: health care professionals, key opinion leaders.

GENERAL RESPONSIBILITIES:

- Support the development and implementation of the innohep® product strategy that ensures winning new business and driving retail growth.
- Work within the framework of Rx&D marketing practice guidelines, PAAB code and LEO Pharma policies to ensure that material and programs are compliant.
- Support development and implementation of Sales promotion campaigns and material.
- Manage agency relationships to ensure timely delivery of assigned tactics and that they align with strategy.
- Collaborate with sales force and medical department to develop patient programs that are in line with strategic direction; leveraging these programs to support market expansion.
- Monitor and control program performance and work with team to adjust plan accordingly.

- Ensure assigned projects are on budget and delivered accordingly to plan
- Follow the implementation of brand strategies and tactics with internal team; analyze feedback, and propose changes and improvements when necessary.
- Communicate effectively within the organization to ensure the motivation and alignment of sales force and other stakeholders (for example Market Access & Business Intelligence, Scientific Affairs, Finance) to achieve product objectives.
- Build productive business relationships with Key Opinion Leaders and Influential customers across the country.
- Participate in personal development and training sessions.
- Work in a safe manner that does not endanger yourself or co-workers.
- Strive to consistently uphold LEO Pharma's core values.
- Execute other duties as may be required by the direct manager and other members of LEO Pharma's Management team as training and experience allow.

SUPERVISORY RESPONSIBILITIES (CHECK AS APPLICABLE):

- This position has no supervisory responsibilities
- Provides work direction only
- Provides work direction and gives input on hiring, promotions, transfers, performance management, discipline and termination
- Provides work direction plus has responsibility for hiring, promotions, transfers, performance management, discipline and termination

WORKING CONDITIONS AND ENVIRONMENT:

Office based but with fairly frequent travel to attend meetings, customer visits, and conferences etc. within Canada and internationally.

SKILLS AND QUALIFICATIONS:

- Bachelor's Degree required. Marketing Qualification is considered an asset
- A minimum of 3-5 years of sales experience, or combination of sales and marketing experience, with most of this experience in the pharmaceutical sector.
- Ability to develop effective relationships and operate with senior level management both within Thrombosis, LEO® and external organizations.
- Ability to analyse and interpret market data; capable of identifying market research needs and commissioning appropriate project work.
- Demonstrated high level of understanding of regulatory guidelines (RX&D, PAAB)
- Excellent analytical, communication (oral and written) and organizational/planning skills.
- Efficiently and effectively work under pressure.

- Experience in thrombosis field a definite asset.
- Bilingualism is considered an asset

Employee Acknowledgement:

I have read this job description and understand what is expected of me while I occupy this role:

Signature: _____

Date: _____

The job description documents the general nature and level of work but is not intended to be a comprehensive list of activities, duties and responsibilities required of job incumbents. Therefore, job incumbents are expected to perform all other duties as assigned or required, as training and experience allow.

LEO Pharma reserves the right to make modifications to this job description as deemed necessary by changing position and business requirements.