

Market Planning Manager/Senior Manager

Job ID: 00383096

Job Function

Marketing & Sales Training & Development

Schedule

Full-time

Location

United States-California
South San Francisco

Job type

Regular Employee

Company/Division

Pharmaceutical

Job Level

Experienced

Who We Are

At the Roche Group, about 80,000 people across 150 countries are pushing back the frontiers of healthcare. Working together, we've become one of the world's leading research-focused healthcare groups. A member of the Roche Group, Genentech has been at the forefront of the biotechnology industry for more than 30 years, using human genetic information to develop novel medicines for serious and life-threatening diseases. The headquarters for Roche pharmaceutical operations in the United States, Genentech has multiple therapies on the market for cancer and other serious illnesses. Please take this opportunity to learn about Genentech, where we believe that our employees are our most important asset and are dedicated to remaining a great place to work.

The Position

Join a Biotechnology Leader

For more than 30 years, Genentech has been at the forefront of the biotechnology industry, using human genetic information to develop novel medicines for serious and life-threatening diseases. Today, Genentech is among the world's leading biotech companies, with multiple therapies on the market for cancer and other serious medical conditions.

Our founders believed that hiring talented, enthusiastic people would make Genentech a success. Today, we still believe our employees are our most important asset. For this reason, we aim to provide employees with a stimulating and collaborative environment where they can make important contributions to medicine and thrive as professionals.

THE POSITION:

The Senior / Market Planning Manager participates actively in Genentech's commercial planning efforts by providing unbiased, objective, in-depth information on current and future markets, product performance, customers and competitors. He or she has first-line

accountability for Market Planning contributions to commercial and cross-functional teams, management of team relationships, and provision of information and recommendations to stakeholders. Additionally, the Senior / Market Planning Manager identifies critical business issues and opportunities for growth, collaborates with Genentech teams, and works to embed an external market point-of view into the strategic direction of the company. He or she also supports product launch or line extension activities and helps the organization make optimal decisions regarding the lifecycle of the product.

MAJOR RESPONSIBILITIES:

- Evaluate the market landscape, monitor changes and predict trends in market dynamics and competition.
- Provide an objective market viewpoint based on an in-depth understanding and analysis of customer and environmental information. Provide recommendations on marketing strategies and tactic effectiveness.
- Create, validate and refine patient-based, long-range forecasts for product. Communicate revenue information throughout the organization.
- Act as an internal consultant to stakeholders across marketing, sales, managed care marketing, clinical, regulatory, finance, manufacturing, and other functions, to support strategic decision making and help maximize Genentech's commercial success.
- Partner with other brand teams across Market Analysis & Strategy and other Commercial Operations functions to provide a holistic analytical viewpoint to the brand teams.
- Effectively employ primary market research and leverage secondary data to accomplish the above.
- Contribute to the success of the department by leading cross-departmental projects.
- Potentially manage and develop one or more direct reports.

CAPABILITIES:

- Strong command of a variety of analytical and market research techniques, sought out as an analytical expert and, more importantly, as a strategic advisor. Grasps key issues quickly, understands the "big picture" and links market insights to larger issues.
- Uses rigorous logic and methods to solve difficult problems with effective solutions. Can see hidden problems; looks beyond the obvious and doesn't stop at the first answers. Uses creativity and ingenuity to develop solutions to complex problems, formulates strategies and approaches that may fall outside historical norms.
- Can deal with ambiguity and act without having the total picture, is able to effectively pose questions in order to "tease out" information required for decision-making. Can handle risk and uncertainty.
- Ability to represent the Market Planning function on commercial and cross-functional teams. Can negotiate skillfully in tough situations with partners and customers.
- Demonstrates persuasive written and verbal communication skills. Is effective in a variety of presentation settings. Is comfortable around, and influential with, higher management.

- Strong commitment to quality. Consistently and thoroughly reviews work for accuracy before sharing with a wider audience. Delivers final products that are well vetted and reliable.

Who You Are

- Bachelors degree is required, with a science or business concentration preferred
- MBA or other related graduate-level degree is preferred
- Two or more years work experience in business development, strategic consulting or other analytical work in the pharmaceutical, biotech or related industries
- Experience with market research techniques, forecasting and strategic planning
- Exposure to biopharmaceutical product development and brand marketing experience preferred
- Proven track record for consistently meeting or exceeding targets and goals
- Experience developing and using Excel-based models and conducting quantitative analysis *LI-RS1

Genentech is an Equal Opportunity Employer.