

## **Sr. Product Manager, VBH & B2B - MC Marketing**

Job ID: 00401038

### **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**

### **Sr. Product Manager**

Senior Product Managers in Managed Care Marketing develop, implement and manage the managed care marketing strategy, plan and tactics. Managed Care Marketing directly supports Genentech's business by ensuring managed care marketing strategies, plans and tactics enable business, financial and operational goals, targets and objectives to be met or exceeded across managed care segments within the U.S. Senior Product Managers act as a primary liaison to managed care account management and may also have matrix responsibilities to represent Managed Care Marketing for one or more products or franchises, as assigned.

- Stays abreast of and continuously develops his/her knowledge regarding internal and external business developments and drivers. Includes in-depth knowledge of the current and evolving managed care landscape and its implications for Genentech - formulary positioning, reimbursement, access and overall market share
- Responsible for educating internal partners and stakeholders regarding the managed care landscape in the U.S. and related territories and implications of such to current, medium- and longer-term managed care marketing strategies, plans and objectives
- Reviews and assesses cross-functional business strategies, plans and tactics; using to determine and recommend managed care marketing strategies, plans and activities that support optimal formulary positioning, reimbursement, access and overall market

share

- Contributes new creative, innovative opportunities; increasing adoption, pull-through and overall financial results
  - Develops the Value-based Healthcare (VBH) strategy and tactics; including driving and shaping key customer partner initiatives in oncology
  - Works closely with cross-functional teams to align therapeutic area and managed care marketing strategies, plans and tactics with pricing, reimbursement, contracting, distribution and other relevant business, financial and operational strategies, plans and objectives
  - Contributes expert managed care marketing insights and perspectives into long-range business plans and other relevant 3-year and 1-year strategies and tactical plans
  - Conducts field visits with key customers to review Genentech's breadth of offerings
  - Develops key VBH resources for MCCO (Managed Care & Customer Operations) field, collecting customer insights, creating tactics for case managers and training MCCO on resources
  - Where applicable, supports product launches. May participate in the development and implementation of managed care marketing launch plans. Includes contributing managed care marketing expertise to other aspects of the overall launch plan and helping ensure launch plan excellence
  - Works with cross-functional groups to ensure a seamless and well-integrated message and overall positioning across multiple marketing platforms, e.g., online, direct-to-patient, etc.
  - Provides strategic consultation to brands and MCCO groups regarding key brand market events
  - Creates appropriate marketing budgets by working with peers, manager and/or other internal partners
  - Ensures appropriate and timely implementation of approved managed care marketing plans and tactics under his/her responsibility
  - Continuously monitors and measures effectiveness and results from managed care marketing strategies, plans and objectives. Regularly reviews forecasting and other business analyses and uses to make appropriate further recommendations to increase market access, address currently unmet needs, and generally help to improve the overall market strength for Genentech in assigned managed care segments
  - Directly manages the implementation of all assigned managed care marketing plans and tactics to ensure timely and quality execution that will meet or exceed assigned targets, goals and objectives
  - Works with others to identify, recommend, create and help implement new account management tools/resources that will enable the field to represent Genentech in accordance with the defined strategy and position
- Complies with all laws, regulations and policies that govern the conduct of GNE activities

### **Who You Are**

- Bachelors Degree
- MBA or other related graduate-level degree is preferred
- Average of 4 or more years' work experience
- An average of 2 years' previous marketing experience in the pharmaceutical, biotechnology, or related industry
- Previous, direct managed care experience – marketing, strategy, account management, or other roles – is preferred
- Previous marketing experience in the same or related therapeutic area is a plus
- Previous market research, analysis, planning experience in the pharmaceutical, biotechnology, or related industry is a plus
- Previous pharmaceutical, biotechnology, or related field sales or field sales management experience is preferred

- Proven track record for consistently meeting or exceeding financial and/or other quantitative targets, as well as qualitative goals
- Previous experience in completing and implementing attainable business plans
- Business travel, by air or car, is required for regular internal and external business meetings

Genentech is an Equal Opportunity Employer.