

**Patient Insights Market Planning Manager/Senior Manager**

Job ID: 00408324

**Job Function**

Sales &amp; Marketing

**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**

Market Analysis & Strategy (MA&S) participates in commercial planning efforts by providing objective, in-depth information about Genentech's current and future markets, product performance, customers and competitors. Market Analysis & Strategy teams identify critical business issues and opportunities for growth; collaborating with various Genentech cross-functional teams to embed an external market point-of-view into the strategic direction of Genentech. Patient Insights is part of Market Planning and this group is charged with providing Genentech executives, management and cross-functional teams with highly current, relevant, and holistic market research, analysis, insights and recommendations regarding patient trends, dynamics and economic drivers that potentially impact Genentech's current and future business. Through their work, Patient Insights provides internal business partners and stakeholders with critical patient information and insights that help shape and form the best cross-portfolio business and operational strategies. Market Planning Managers/Senior Market Planning Managers in Patient Insights act as subject matter experts in patient insights and support the overall patient strategy for assigned Genentech franchises and brands with the goal to improve patient outcomes. Market Planning Managers/Senior Market Planning Managers in Patient Insights may also have people management responsibilities for one or more direct reports.

#### Example Duties and Responsibilities:

- Acts as lead contact for patient insights projects and ongoing consulting regarding the assigned franchises and brands
- Provides an objective commercial viewpoint, based on an in-depth understanding and analysis of patient dynamics and trends as these relate to the assigned franchises and brands:
- Proactively and continuously monitors the external landscape, as it relates to assigned franchises/brands and existing or potential patient populations. Identifies, assesses and communicates patient trends (e.g., access, reimbursement, personalized healthcare needs, etc.)
- Acts as a thought partner and consultant to all relevant teams, functions and stakeholders
- Works closely with team members in Market Planning, other groups in Market Analysis & Strategy, Franchise Marketing, Patient Marketing, eMarketing and others to identify and plan for patient and related research programs and studies. Identifies, and/or participates in the identification of, critical opportunities for growth, and helps to ensure key patient insights are embedded in the strategic direction of Genentech's current and future businesses
- Participates in the identification of strategic issues or questions to be answered by research projects and/or through leverage of existing analyses and information. Helps shape and structure patient and related market research programs and studies. Participates in the definition of questions and required data. Works with his/her manager to identify themes across projects and information sources
- Performs regular and ad hoc patient and related market research, analysis and scenario modeling using primary research from commissioned studies and/or secondary research and analytics. Regular analysis may include patient segmentation, market share analysis and assessment, etc. Employs various analytical methodologies and techniques; and demonstrates understanding of potential and/or limitations of data sources and analytical methodologies. Develops a "command" of data and information sources and a sensitivity to biases. Performs accurate analyses and thinks creatively about different ways to analyze data and information
- Synthesizes data and identifies implications of patient and related influences relevant to Genentech's current and future business. (Where applicable, performs "meta-analyses" across projects and information sources where similar themes or opportunities may exist.) Draws substantive conclusions from results; identifying implications, challenges or other opportunities, and delineating clear next steps
- Provides internal business partners and stakeholders with a cumulative set of recommendations on patient strategies, plans and tactics (includes risk assessment and mitigation, new business opportunities, line extensions and the like)
- Provides strategic and operational patient insights and recommendations to support various Genentech business planning processes, e.g. long-range Business Plans, 3-year brand and 1-year tactical plans
- Acts as an industry expert on patient research and the general patient landscape, providing ongoing in-depth information and insights to internal partners and stakeholders
- Regularly communicates key patient and related market information to various teams and individuals throughout Genentech

- Complies with all laws, regulations and policies that govern the conduct of Genentech activities

## **Who You Are**

Candidates qualifying at the higher level of Senior Market Planning Manager will normally demonstrate both the minimum and preferred selection criteria for the role, or beyond

Qualifications and Experience: unless stated as "preferred" or "a plus," all other criteria is required

- Bachelors Degree (Social Sciences discipline is a plus)
- MBA or other related graduate-level degree is preferred
- Average of 3 or more years' work experience in the pharmaceutical or biotechnology industry in direct-to-patient and/or direct-to-consumer campaign development, execution and management
- Experience in patient market research with emphasis on positioning, patient communication strategies, deep insight mining and target refinement (consumer segmentations)
- Strategic marketing experience is preferred
- Proven track record of meeting or exceeding objectives & goals
- Previous experience in achieving specific sales, project plans, financial targets, or quantitative or qualitative assessment is preferred
- Business travel, by air or car, is required for regular internal and external business meetings

Genentech is an Equal Opportunity Employer.