

Senior Market Planning Manager (with direct reports)

Job ID: 00409499

Job Function

Other Sales and Marketing

Schedule

Full-time

Location

United States-California
South San Francisco

Job type

Regular Employee

Company/Division

Pharmaceutical

Job Level

Team Leader

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 participates in commercial planning efforts by providing objective, in-depth information about Genentech's current and future markets, product performance, customers and competitors. Market Planning 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. Senior Market Planning Managers act as the lead market planner on Market Planning projects; providing assigned business partners and other internal partners/stakeholders with unbiased, objective, cumulative and in-depth information regarding current and future markets, product performance, customers and competitors.

Senior Market Planning Managers may also have people management responsibilities for one or more direct reports. Opportunities in various therapeutic areas including BioOncology.

Example Duties and Responsibilities:

- Acts as lead of market planning team and primary contact for Market Planning projects and customers
- Supports strategic decision making across assigned areas/responsibilities; helping internal partners/stakeholders to maximize their commercial success

- Proactively evaluates/assesses the relevant market landscape, monitoring changes in market dynamics, competition, clinician and patient practices and needs, as well as other related factors
- Acts as a thought partner and consultant to assigned teams, functions and other relevant partners/stakeholders
- Partners with brand directors and other stakeholders to review and contribute to lifecycle, brand and tactical plans and provide supportive insights to help further inform, shape and influence business strategies and plans
- Provides long-range business plan forecasts for assigned brands
- Where appropriate, may partner with others, to review and integrate product- and market-specific assessments, analyses and the like into portfolio-wide (across all Genentech therapeutic areas and/or beyond) assessments for executive level reviews and decision-making
- Where assigned, helps internal partners/stakeholder to identify and set key performance metrics for assigned brands
- Employs a wide range of market analysis efforts and techniques, including penetration assessments, market share analyses, product concept testing, etc.
- Provides the continuous, in-depth cumulative perspective on the relevant market(s) and brand(s)
- Acts as the expert on the customer landscape, providing in-depth information and insights into customer practices and needs. As such, also possesses and applies in-depth product and therapeutic area knowledge
- Uses his/her understanding of the "broader market" to link insights and recommendations to wider strategic issues, challenges and/or opportunities:
- Synthesizes relevant analyses and prior research findings to develop a cumulative perspective of the relevant market(s) and associated factors; translates such into clear and meaningful implications for communication and review by internal partners and other stakeholders
- Recommends research/analysis methods and matches these to project objectives; understanding potential and/or limitations of various sources and methodologies
- Draws substantive conclusions from results; identifying implications, challenges or other opportunities and delineating clear next steps
- Develops a "command" of data/info sources and a sensitivity to biases
- Performs accurate analyses and thinks creatively about different ways to analyze data and information
- Defines questions and required data; appropriately comprehends quantitative methods and analysis techniques
- Identifies themes across projects and information sources; performing appropriate, aligned and integrated "meta-analyses"
- Where assigned, tracks key performance metrics for assigned brands
- Where assigned, creates, validates and refines forecasts for in-line products, new indications and new market opportunities. Presents updates on revenue information to senior management
- Where applicable, hires, develops and oversees the work of direct reports
- Complies with all laws, regulations and policies that govern the conduct of Genentech activities

Who You Are

Qualifications:

- Bachelors Degree (Biology or Social Sciences discipline is a plus)
- MBA or other related graduate-level degree is preferred (Masters or PhD in life

- sciences preferred)
- Average of 4 or more years' work experience
 - An average of 3 years' specific previous experience in business development, strategic consulting or other analytical
 - work in the pharmaceutical, biotech or related industries
 - Some previous experience in same or related therapeutic area is a plus
 - Previous brand marketing experience is preferred
 - Previous pharmaceutical/biotech/or related field sales or field sales management experience is a plus
 - Previous people management experience is preferred
 - Proven track record for consistently meeting or exceeding qualitative, as well as any relevant quantitative, targets and
 - goals
 - Business travel, by air or car, is required for regular internal and external business meetings

Genentech is an Equal Opportunity Employer.