

Sr. Competitive Intelligence Manager (with direct reports)

Job ID: 00410108

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

Manager with Direct Reports

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. Competitive Intelligence Manager

The Sr. Competitive Intelligence Manager ("CIM") participates actively in supporting Genentech's US commercial planning efforts by providing objective, in-depth information about current and future markets and competitive forces. The CIM acts as a strategic advisor to the US commercial teams with deep expertise in current and future competitive drivers in the marketplace as well as functional expertise in how to use CI to develop competitive strategies.

- Provide an objective commercial viewpoint based on an in-depth understanding and analysis of commercial, clinical, and scientific competitive information. Make recommendations on brand strategy that prepare the brand for a competitive marketplace.
- Liaise with global CI counterparts to ensure up-to-date competitive intelligence and assumptions are shared with all appropriate US teams (includes congresses, news flashes, pipeline updates, therapeutic area landscape reviews)
- Collaborate with brand to plan for competitor launches by co-planning local strategy wargames and supporting rigorous competitive readiness plans.

- Lead competitive threat assessments to develop rigorous team assumptions about key competitors; ensure local assumptions are consistent with global assumptions.
- Provide situational analysis support for quarterly business reviews, brand planning, launch readiness reviews, etc.
- Field intelligence facilitation, including managed care teams
- Work on innovative programs to increase the value of competitive intelligence processes and practice, and analyze the success of these programs. Liase across the broader Market Analysis & Strategy organization to deliver holistic analytic insights to the brands. Inform, communicate, and collaborate with MA&S partners.
- Manage one to two direct reports, which will include ongoing coaching and development discussions with tangible action plans for leveraging strengths and addressing areas of growth.

Who You Are

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

- Bachelors Degree (Biology or Social Sciences discipline is a plus)
- MBA or other related graduate-level degree is preferred (Masters or PhD degree 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
- Previous experience and successful track record in managing and developing direct reports
- Must demonstrate ability to converse in scientific terminology in order to help Genentech scientists understand major development pathways and other relevant information
- Competitive intelligence experience is a plus, but not required
- Demonstrated competency conducting research, distilling down vast amounts of data into concise summaries focused on the key implications for customers and strategy
- Experience managing outside vendors and a budget is a plus
- Persuasive written and verbal communications
- Analytical thinking skills
- Demonstrated experience acting as strategic thought partner to teams
- Experience working in a highly matrixed environment and standing out as a successful collaborator
- 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
- 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.