

Product Manager - ACTEMRA Medical Marketing

Job ID: 00412250

Job Function

Product & Segment 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

Franchise: ACTEMRA Immunology (Rheumatoid Arthritis and SJIA)

The **Medical Marketing PM/SPM** will contribute to the development of key aspects of strategic brand planning, KOL

strategy for ACTEMRA Immunology and SQ launch preparation. This individual will be responsible for liaising with cross-functional partners within

Genentech and Roche who interact with key customers and thought leaders, specifically, Medical Affairs and Thought Leader

Services.

Specific areas of responsibility may include:

- Participate in ACTEMRA SQ Launch preparations representing the responsibilities below.
- Development and execution of advisory boards in collaboration franchise and medical affairs
- Design and implementation of customer interactions at national and regional meetings
- Lead and develop content for the ACTEMRA Speakers Bureau across MD, RN, and

Unbranded programs.

- Assess and execute innovative ways to capture breadth of customers through peer to peer programming
- Lead the Promotional Reprint team to Develop strategic plan clinical reprints
- Contributes to the development and execution of Launch Readiness Reviews (LRR), 3-year brand and 1 year tactical plans
- This individual is expected to participate in cross-functional teams, work in partnership with contracted vendors, and
- collaborate with internal partners, including Medical Affairs, ATLS/TLL, PRC, Market Planning, and Legal and
- Regulatory as required.
- Business travel is required (30% of time)

*****Position description & qualifications are written at the Sr. Product Manager level. Role may be filled at the Product

Manager level*****

Who You Are

You are an individual with the following qualifications and experience:

- Bachelors Degree (Marketing, Business Planning, Biology, or Life Sciences discipline preferred)
- MBA or other related graduate-level degree is preferred
- 4+ years or more previous experience in the pharmaceutical/biotech/or other related industry (product marketing experience preferred)
- Field sales experience is strongly preferred
- Strong customer orientation/focus and ability to develop deep relationships with key customers
- Experience in rheumatology/immunology therapeutic area is preferred
- Proven ability to collaborate with cross-functional teams - Proven ability to work in teams and also work autonomously - Proven track record of adhering to timelines and budgets
- Strong organizational and project management skills, along with solid decision-making skills, ability to work on multiple and often diverse areas and to prioritize effectively
- Complies with all laws, regulations and policies that govern the conduct of GNE activities

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