

Product Manager/Sr. Product Manager - Launch Strategy - Bio-Oncology, MC Marketing

Job ID: 00412698

Job Function

Sales & 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

Product Manager or Sr. Product Manager - Launch Strategy - Bio-Oncology

This position is in the Managed Markets Launch Strategy group within Managed Care Marketing (MCM). MCM supports Genentech's business by designing managed care marketing strategies, plans and tactics that enable Genentech's goals to be met across US managed care segments (payers, channels, practices). Managed Markets Launch Strategy develops, implements and manages the managed markets marketing strategy, plan and tactics for Genentech's pipeline. The team supports molecules as early as Phase II drug development, and involvement extends to approximately 6 months post-launch. Each Senior Product Manager has the opportunity to work on molecules at various stages of development.

Key activities for this role include:

- Representation of Managed Care Marketing in product launches. Builds, implements and manages the managed care marketing launch plans, including market readiness activities, launch readiness reviews, account segmentation, key message development, promotional development, field training, and competitive readiness (if relevant for pipeline products). 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. Creates and manages appropriate marketing budgets. Ensures appropriate and timely implementation of approved managed care marketing plans and tactics under his/her responsibility
- Coordination of overall Managed Care and Customer Operations (MCCO) pre-launch activities. Leads MCCO launch team to drive cross-functional alignment and support creation of strategies, plans and activities that support optimal formulary positioning, reimbursement, access and overall market share. Provides managed care perspective to Brand and other partners, participates in Brand-led launch core team, launch readiness reviews, leadership updates, etc
 - Strategic planning for relevant molecules to contribute to Phase III drug development investment decisions, trial design, and overall value proposition. 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. US and Global cross-functional partners include health economics, pricing & contracting, market planning, competitive intelligence and government affairs
 - Expert managed care marketing insights and perspectives into long-range business plans and other relevant 3-year and 1-year strategies and tactical plans. Participation in US Commercial pipeline and launch teams as well as international payer strategy teams (IPSTs)
 - Contribution to creating a center of excellence for launching new molecular entities (NMEs) and line extensions, where appropriate, in managed markets, by consolidating all pipeline activities into one group
 - Compliance 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
- At least 4 years' work experience
- A minimum 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 drug development experience 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 meeti

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