

Sr. Product Manager - Lucentis Promotions

Job ID: 00413139

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: Lucentis

Please Note: Position description and requirements are written at the Sr. Product Manager level however role may be filled at the Product Manager(E4) level.

The Product Manager (PM/SPM), Lucentis Promotions will contribute to the execution of Lucentis' brand strategy and tactical plan, with a focus on physician promotional marketing.

This person will leverage experience working with Promotional Review Committees (PRC) in order to ensure development of compliant and effective promotional tactics and effective pull-through of these tactics in the field. Additionally, this PM/SPM will develop promotional tactics and support field execution in a competitive environment so strategic insights will be important to success in this role. The PM/SPM will need to collaborate with a broad range of cross functional teams as well as the field force and be able to effectively manage various external vendors and agencies.

Example Duties and Responsibilities:

- Develop, implement and manage marketing activities that align with the overall brand strategy and enable appropriate brand positioning and seamless execution
- Take responsibility for development and full implementation of assigned/relevant 1-

- year tactical/operational plans
- Develop promotional and non-promotional tactics and manage vendor/agency activities in a competitive market
- Represent commercial viewpoint on promotional tactics throughout PRC processes
- Partner with functional areas and vendors, especially with field sales to set, maintain and monitor expectations and metrics for tactic rollout and performance
- Develop and manage budgets for assigned brand marketing activities
- Ensure associated financial targets and other objectives will be met or exceeded
- Act in complete and total compliance with all laws, regulations and policies

Who You Are

You are an individual with the following qualifications and experience:

- Bachelors Degree required; MBA or other related graduate-level degree desired
- 4 years or more previous experience in product marketing, field sales, or marketing planning in the pharmaceutical/biotech/or other related industry
 - Experience managing external vendors / agencies strongly preferred
 - Experience with PRC strongly preferred
 - 2 years of more field sales experience preferred
 - Additional in-house experience strongly preferred
- Proven track record for consistently contributing to meeting or exceeding financial and/or other quantitative targets, as well as qualitative goals
- Demonstrated strategic thinking, initiative, creativity and proven track-record for innovation
- 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
- Strong analytical skills capable of effective and efficient use of market research, business forecasts and other quantitative and qualitative data; demonstrable ability to use such data to help inform and shape strategies, plans, and program modification
- Demonstrated ability to work effectively in a team-based environment as well as in partnership with internal and external customers and partners
- Strong verbal and written communication skills are essential
- Strong negotiation skills
- Strong customer orientation/focus
- A history of success and learning from failures to garner future success

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