

## **Group Product Manager, Erivedge Marketing Key Customer Team**

Job ID: 00413422

### **Job Function**

Product & Segment Marketing

### **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**

### **Group Product Manager, Erivedge Key Customer Team**

The Group Product Manager (GPM) will report to the Erivedge Marketing Director. This position offers the opportunity to lead the brand analytics, access initiatives and key customer relationships for Erivedge, a first-in-class hedgehog pathway inhibitor indicated for the treatment of advanced basal cell carcinoma (aBCC). The role will be accountable for tracking performance indicators, implementation of access-to-care and practice management tactics and thought leader engagement, while leading a team of two marketers. Specific responsibilities include development of quarterly business reviews, thought leader development, advisory activities, peer-to-peer promotions, managed care / access programs and providing appropriate commercial perspective to publication planning and medical teams.

Additional responsibilities of this position include:

- Collaborate with MCCO to ensure understanding and execution of brand strategies within appropriate payer and field-based tactics
  - Lead initiatives with MCCO to optimize patient flow from script to shipment
- Manage development and implementation of thought leader strategies including major

conference activities, internal management tools, and participation/involvement in key promotional activities

- Collaborate with field sales, TLLs, marketing colleagues on thought leader activities
- Collaborate with BioOncology partners for implementation of major meeting activities
- Collaborate with Medical Affairs, Clinical Science, and Advisory Board Services to manager advisor activities
- Lead data integration team toward developing and tracking key performance metrics in collaboration with market planning, marketing science, sales operations and forecasting/business analytics team
- Lead and motivate team of two direct reports and manage all activities and professional development
- Managing brand budgets
- Maintain strong relationships with colleagues in research, clinical, medical affairs
- Actively participate in Oral Oncolytics and BioOncology initiatives and programs
- Comply with all laws, regulations and policies that govern the conduct of GNE activities

Successful candidate should possess:

- Solid understanding of specialty biotech/pharmaceutical marketing and sales
- Solid experience with proven results in managing and motivating direct reports in a marketing role
- Strong analytical and communication skills
- Direct experience managing through leader relationships and/or extensive knowledge access dynamics for part D drugs
- Proven ability to develop relationships with sales force and across departments for support of strategies
- Proven ability to work in a fast-paced, collaborative environment which requires significant cross-functional and cross-brand coordination and teamwork
- Proven ability to work in teams and also work autonomously
- Experience in working with commercial promotional review committees
- Proven track record of adhering to timelines and budgets

## **Who You Are**

Requirements:

- BS/BA, preferably in one of the Life Sciences
- MBA or related advanced degree desirable
- Experience in promotions, sales, managed care or market research strongly preferred
- Management experience preferred
- Evidence of good communication, analytical, planning and strong organizational/project management skills required

-Five to seven years experience in biotech or pharmaceutical brand marketing and sales

Genentech is an Equal Opportunity Employer.