

Senior Manager, Brand Protection

Job ID: 00413964

Job Function

Other Sales and 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

Brand Protection is a proactive initiative to protect patient safety, supply chain integrity and brand reputation by identifying and acting on individuals or entities that intend to mislead healthcare practitioners, caregivers, patients, trade organizations or the public at large for their own illegal gain.

The Senior Manager, Brand Protection reports directly to the Director, Interactive Marketing and is responsible for overseeing the Brand Protection Core Team, managing key external partnerships, directing ongoing surveillance, executing the communication strategies, analyzing the impact of these entities and reporting initiative progress to Commercial leadership.

MAJOR RESPONSIBILITIES:

- Direct online and offline monitoring of suspect products, diversion, trademark infringement, and promotional abuse in the US market, maintain expert familiarity with core industry trends, including customer, competitive and enforcement dynamics in order to adapt and support various aspects of Brand Protection.
- Serve as the single point of contact for orchestrating Brand Protection activities across the Commercial organization.
- Leads a multidisciplinary, cross-functional Brand Protection Core Team that includes

- Quality, Trade, Security, Commercial Law, Patent Counsel and Customer Operations.
- Leads the development of a communication plan that keeps both the CLC and the Commercial organization at large appropriately informed of Brand Protection initiatives and progress reports.
 - Track online pharmacies selling Genentech products illegally and analyze behaviors relative to Rx requirements, trademark/copyright infringements, product format/packaging and pricing.
 - Execute monthly communication strategies (warning letters) and track response to key actions.
 - Prioritize monthly targets for suspect product purchase, secure senior management approvals, and oversee the purchase process.
 - Build and manage relationships with key Federal Enforcement Agencies (FDA OCI, ICE, DOJ) and partner organizations (NABP, PSI, CDC).
 - Develop and manage budgets/resource requests for all Brand Protection activities.
 - Serves as a member of the Counterfeit Core Team.

CAPABILITIES:

- Strong leadership presence with proven ability to influence stakeholders at various levels of the organization (both US and Global); capacity to work collaboratively with peers in pharmaceutical industry and engage support/ alignment.
- Ability to build, lead, motivate and represent matrix, cross-functional teams without direct reporting authority.
- Superior verbal/ written communication abilities with demonstrated success at communicating complex situations and action plans in a simple, structured and easily absorbed manner.
- Willing to champion new ideas or positions to meet key goals and doesn't abdicate responsibilities. Can negotiate skillfully in tough situations with both internal and external; U.S. and Global groups. Is comfortable around, and influential with, higher management.
- Experience in forecasting and building predictive models to understand impact of diversion on legitimate trade channels.
- Basic understanding of online promotional practices, search engine marketing and social media environments. Understands consumer behavior and response dynamics.
- Strong commitment to patient safety and compliance requirements. Maintain thorough understanding of U.S. compliance requirements and legitimate channel definitions.

Who You Are

You are an individual with the following qualifications, experience and abilities:

- Bachelors Degree
- MBA or other related graduate-level degree is preferred
- 4 or more years experience in the pharmaceutical, biotech or other related life-sciences industry, or equivalent experience in consulting
- Exposure to biopharmaceutical trade and distribution preferred
- Demonstrated leadership and experience in people management preferred
- Proven track record for consistently meeting or exceeding targets and goals
- Experience developing and using Excel-based models and directing quantitative analysis

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