

## Product Manager/Sr Product Manager - Lytics

Job ID: 00414082

### 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

Product Manager / Senior Product Manager

The Product Manager, Lytics Cathflo Marketing reports directly to the Group Product Manager and is responsible for:

Management of all peer-to-peer Cathflo programs including speaker's bureau, Cathflo Nurse Trainers, Cathflo Nurse Liaisons and national webinars.

Development of relevant medical education content and patient case studies for inclusion in peer-to-peer programs. Evaluation of nurse thought leader engagement strategy in partnership with the field and other internal partners.

Evaluating new means of marketing broadly to nurses, with a goal of driving an increase in habitual CVAD line assessment. Planning and execution of annual advisory boards in support of Cathflo, as needed. Contribution to the development and execution of the 3-year brand plan, and the 1 year tactical plan for Cathflo.

The successful candidate must have:

- Proven strategic agility in a complex marketplace
- Demonstrated experience in the development and execution of a sales or marketing plan

- Proven ability to partner effectively with field sales and sales leadership
- Considerable skill in influencing without authority
- Ability to provide rationale-based, succinct and persuasive oral & written communications
- Working knowledge of product development, regulatory and clinical affairs
- Demonstrated ability to establish thought leader and other relevant stakeholder relationships
- Strong analytical and project management skills, including previous experience working with budgets and analyzing market research results

## **Who You Are**

- Bachelors Degree
- MBA or other related graduate-level degree is preferred
- 2 years or more previous product marketing, sales management or market planning management experience in the pharmaceutical/biotech/or other related industry
- Previous brand marketing experience in the same or related therapeutic area is a plus
- Proven track record for consistently meeting or exceeding financial and/or other quantitative targets, as well as qualitative goals
- Previous experience in completing & implementing attainable business/brand plans
- Business travel, by air or car, is required for regular internal and external business meetings
- Launch experience preferred

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