

STRAUBE ASSOCIATES

Celebrating Twenty-One Successful Years in Retained
Executive Search

Executive Director, Marketing Excellence (Pharmaceutical)

Straube Associates, a national search/consulting firm, has been retained to recruit an *Executive Director, Marketing Excellence* to assist our client, a fast growing pharmaceutical company located in New England, in their efforts to further expand the commercial marketing business group responsible for the successful *product launch of their newest respiratory drug franchise*. This is a new position reporting to the Vice President, Marketing.

Responsibilities:

- Design and implement a fully integrated consumer platform encompassing process map, define roles/responsibilities, specific deliverables and tools to aid brands in the creation and execution of best-in-class consumer marketing campaigns
- Design and implement Professional Relationship Programs utilizing emerging technologies
- Work with brand managers and market research to unearth key consumer insights, understanding key behavioral drivers that are relevant, actionable and clearly communicated in the creative brief (develop cross-functional work streams for sharing and transferring knowledge)
- Ensure integration across all key consumer functional areas by brand/franchise (RM, Digital/Interactive, Media, Agency, etc.) by collaborating cross-functionally to design communication architecture and prioritize/select critical channels of communication
- Consult on creative campaign development, including evaluation of concepts and advertising
- Ensure campaign performance metrics are defined, monitored and evaluated
- Work closely with Integrated Reporting & Analytics to develop franchise wide metrics plans in order to optimize therapeutic portfolios
- Support the VP in architecting and delivering Marketing Excellence programs for the team
- Support VP in development and implementation of career path program for all levels of marketing

Education & Experience:

- Bachelor's degree in Science, Marketing, Business or related field. Advanced degree preferred.
- 7+ years of consumer and professional marketing experience working with big pharmaceutical brands, or 10+ years consumer marketing experience including consumer packaged goods, OTC or advertising experience working with an agency, to include pharmaceutical experience.
- Experience in successfully re-positioning established brands and in launching new products will be a plus.

The client offers an excellent compensation and benefits plan including bonus and stock options. A comprehensive relocation package is available.

Email resume with salary history to:

STRAUBE ASSOCIATES

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