

STRAUBE ASSOCIATES

Celebrating Twenty-One Successful Years in Retained
Executive Search

Senior Pharmaceutical Marketing Director New Product Launch

Straube Associates, a national search/consulting firm, has been retained to recruit a *Senior Marketing Director* 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 Executive Director, Marketing.

Responsibilities:

- Responsible for developing strategic and tactical product marketing initiatives targeting healthcare professionals and providers.
- Work with Corporate to develop annual research plans with the objective to develop clear brand insights to drive the professional strategy.
- Leverage brand insights to develop the strongest messaging platforms to drive brand performance.
- Lead brand team's managed care strategy.
- Develop strategies and tactics for the "Plan Of Action" Meeting, including working with brand team members to develop new pieces, new programs and clear, concise field communications.
- Oversee creation of training materials, disease state and clinical study backgrounders, and workshops to support increased sales force demand.
- Use organizational and project management skills to manage effective implementation of cross-functional operating/tactical plan.
- Help develop and manage franchise forecasts in partnership with Commercial Analytics.
- As product champion to cross-functional Company teams, surface issues and communicate back to the Brand Team leader and members on key issues/outcomes.
- Direct the Marketing Communications plan for the Brand.
- Prepare Executive Director for discussions with senior management.
- Develop and manage forecasts and budgets.

Required Skills:

- Strong Analytics skills to help drive franchise performance.
- Proven ability to manage complex agency teams, keeping all team members focused on the key brand drivers, strategies and direction for all tactical plans.
- Strong communications skills to effectively communicate the marketing plan to the sales organization.
- Understanding of pharmaceutical field force organization, structure and communication needs.

Education & Experience:

- Bachelor's degree in Science, Marketing, Business or related field. Advanced degree preferred.

- 10+ years of pharmaceutical/medical industry experience with 5 years marketing and/or marketing-related experience, and business-to-business/pharma sales experience preferred. Experience with new product launches desired.

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
853 Turnpike Street North Andover, MA 01845
Email: laurie@straubeassociates.com
Fax: (978) 687-1886