



## DIRECTOR MARKETING

### Client Information

Our Client is a leading privately held pharmaceutical company dedicated to developing and bringing to market new medicines and related products that promote health and healing. This position, reporting to the Group Executive Director – Marketing, is located in a quality of life Fairfield County, Connecticut location and will provide a highly competitive compensation and benefits package. Relocation assistance will be available as necessary.

### Primary Responsibilities

The Director, Marketing will have broad ranging responsibilities including:

- Leading, managing, and directing all assigned Branded Business Unit Leaders within the therapeutic area(s)
- Profit and Loss (P&L) responsibility and accountability including Therapeutic Business Unit budget development for all corporate functions impacting the assigned brands.
- Developing and managing Marketing personnel involved in the individual brands included in the therapeutic unit
- Overseeing the therapeutic area portfolio planning both from a short-term and long-term perspective
- Developing goals and objectives for the therapeutic area(s)
- Identifying risks to Therapeutic Business Unit's objectives and developing contingency plans
- For in-licensed products, overseeing implementation of contract obligations

### Principal Accountabilities

- Direct the Therapeutic Business Unit, which will ensure achievement of corporate mission and therapeutic growth and profitability goals. Undertake the responsibility for the achievement of maximizing growth, profits and Net Present Value for the therapeutic area including all assigned brands
- Maximize resource allocation to ensure the successful development and implementation of the Brand Commercialization Budget Plan for each brand
- Harmonize all Brand Commercialization Budget Plans to ensure maximal growth and optimal profitability in the therapeutic area

- Oversee the therapeutic area portfolio planning both from a short-term and long-term perspective including development of proposals for product line extensions and new products
- Develop and manage direct reports

### **Other Position Dimensions**

- Create a high performing, customer-focused organization that demands excellence and where openness, teamwork, creativity, innovation and speed are the shared values by which the organization consistently operates
- Develop and implement a strategic planning process to assure that strategic and operational plans are developed. Implement appropriate programs to ensure the long term growth and profitability of the brands
- Monitor and control the progress toward the achievement of the annual objectives. Identify and exploit areas of opportunity and manage significant variances within business categories, taking action as appropriate and communicating in a timely manner any significant variations from forecast
- Provide direction that links all functional disciplines into a cohesive, synergistic operation where organization strengths and talents are aligned and focused toward creating a best in class organization
- Instill a "customer first" attitude into the fabric of the mission and goals of the business. Develop and effectively implement new and expanded business strategies to enhance revenues and contain costs. Visionary thinker and prudent risk taker; ability to identify and move quickly to exploit new business opportunities aimed at increasing market presence
- Solid track record of career growth and demonstrated ability to consistently achieve successful results. Responsible for managing and relating equally well to all constituencies. Proven ability to function in environments with limited structure and resources. A high energy level, drive and passion for success. Ability to provide a cohesive vision for continued expansion/growth. Strong strategic and entrepreneurial skills, with the ability to build and grow operations through both traditional and non-traditional initiatives
- Leadership coupled with superior people skills. A proven business builder. Must be able to establish trust levels and effective working relationships at all levels. Professional manner and bearing, a polished communicator, ability to sell an idea orally, to present it succinctly in writing and to listen objectively. Proven integrity
- 15 years sales/marketing experience with prior P&L accountability. Sales and marketing experience gained within highly regarded pharmaceutical organizations essential
- Must be viewed as a "knowledge source". A diplomat, persuasive style, "soft hands" with exceptional behavioral skills. Apolitical. Self-directed with ability to champion a "get it done" philosophy

### **Education**

- BS/BA. Advanced degree(s) (MBA) preferred