

Our client is one of the world's leading generics and specialty pharmaceutical companies, providing products to customers in approximately 140 countries and territories. The company maintains one of the industry's broadest and highest quality product portfolios, which is regularly bolstered by an innovative and robust product pipeline. With a workforce of more than 40,000, the company has attained leading positions in key international markets through its wide array of dosage forms and delivery systems, significant manufacturing capacity, global commercial scale and a committed focus on quality and customer service.

The new position of

Head of Marketing (m/f)

will develop and proactively manage the marketing function in Germany to further establish, position and reinforce company's products to drive the business.

Major Duties of Position

- Taking over responsibility for all products with focus Biosimilar. The portfolio includes OTC, RX, GX and Biosimilar
- Developing and managing strategic new product marketing plans and programs to grow the business and hit the global Business Plan forecast.
- Working directly with the Country Manager Germany and the Leadership Team, other regional leads including the Head of Market Access and Regional and Global functions in order to ensure a holistic approach and a well-aligned marketing development strategy for the German market.
- Actively contributing to the local Business Development strategy and contributing to ensure a network with external stakeholders in order to create future opportunities for the business.
- Develop and enhance a business model to consistently demonstrate the value of the products and services to internal and external audiences.
- Identify, establish and leverage synergies across company's businesses. The creation and delivery of a market appropriate thought leadership plan, impactful thought leadership campaigns and best practice sharing steered by this position should encourage this.

Who you are

- Academic record with minimum of bachelor degree or equivalent in relevant discipline.
- 8 to 10 years integrated marketing expertise with demonstrable experience in similar roles will in the product marketing area ideally within Generics OTC and Biosimilar together
- 5 to 10 years experience in a marketing function within a pharmaceutical company
- build strong relationships with external contacts whilst partnering, coaching and advising internal experts and function leaders in ideally an international environment
- Strong strategic capabilities, able to articulate a focused and business oriented marketing strategy
- Profound business knowledge and ability to analyse key business performance indicators
- Presentation, negotiation and decision making skills
- Strong leadership skills

Do you feel attracted by this position? We kindly ask you to apply in full confidentiality in English, with resume and list of key competences.

PP PHARMA PLANING

International Executive Search & Specialist Recruitment Healthcare

Dr. Bergauer + Partner GmbH

Mrs. Birgit Strecker-Gerdes, Managing Partner

Bismarckallee 2a D-79098 Freiburg im Breisgau

Telefon: +49 761 2 9615-0 oder Direktwahl: +49 761 2 96 15-16

Email: b.strecker-gerdes@pp-pharma-planing.de

www.pp-pharma-planing.de www.pharma-career-box.com

Your application will be treated with strict confidentiality.

