

Global Marketing Director – LoE Lead
Cambridge, MA

Company Profile

Ipsen is a dynamic and growing global specialty-driven biopharmaceutical company, focused on innovation and specialty care. At Ipsen, we've created a workplace that recognizes and promotes an entrepreneurial spirit in our employees, and are building a strong legacy of helping patients with difficult-to-treat diseases across oncology, neurosciences and rare diseases. We know we can only be better and smarter if we work diligently together as ONE Ipsen, across all functions and geographies. We strive to break down silos and empower teams to deliver effective therapeutic solutions through highly differentiated medicines for patients with unmet needs.

We take pride in our culture, which is rooted in collaboration, to deliver results for our core customer – the patient. This level of involvement by cross-functional teams promotes a strong sense of unity, and pulls together all colleagues locally and across our key geographies, which span 115 countries across North America, Europe and Asia. As a growing organization, Ipsen North America is comprised of our United States and Canada locations, with employees supporting functions including Commercial Operations, R&D, Business Development and Technical Operations.

Our employees are the driving force behind our mission at Ipsen, and to sustain their passion and focus every day, we offer a wealth of fulfilling challenges and growth opportunities through unique leadership and training programs. At Ipsen, you will work alongside industry leaders and contribute within a fast-moving and truly game-changing global organization, recognized for its talent and patient solutions. At Ipsen, we're making hope a reality for the patients we serve.

Position Summary

A key player within the NET and Acromegaly Franchise; as the LoE (Loss of Exclusivity) Lead you will lead Ipsen's preparedness for future SSA generic market entry's, as well as provide insights and recommendations into franchise and corporate planning for long term franchise strategy development.

Essential Functions

Main Responsibilities	Main Tasks
Global Brand Leadership	<ul style="list-style-type: none"> ▪ Contribute to Global brand strategy and development ideas for NET and Acromegaly franchise, including optimisation of brand, global positioning, global messaging, and execution of global marketing strategy and tactics ▪ Identify, develop and lead key global marketing activities such as advocacy, disease education, advisory boards, scientific messaging, congress presence, KOL management and development plans ▪ Develops communication plans across the product life-cycle and implements multichannel strategies across the marketing mix ensuring delivery of KPIs ▪ Ensure appropriate budget allocation and ensure accuracy of phasing to drive business within financial year having a view to the wider portfolio and ensuring the right prioritisation across brands. ▪ Drive a strong compliance culture throughout the team through role-modelling and ensuring 100% adherence to all SOPs. Accurate decision-making on investment or disinvestment ▪ Investigate and challenge Regional and Affiliate visions ▪ Co-ordinating local LOE planning activities to feed into global strategy
Global LoE Management	<ul style="list-style-type: none"> ▪ Leadership and management of NET and Acromegaly franchise through the evolution of its lifecycle: including development and leadership of LoE project. ▪ Work with key markets to identify key drivers and areas of uncertainty to plan for LOE and align on priority scenarios ▪ Ensure alignment with global brand strategy & initiatives ▪ Develop near term initiatives and tactics as appropriate ▪ Consolidated input into corporate strategic planning as appropriate
Drive Execution of Strategy	<ul style="list-style-type: none"> ▪ Drive execution of Global brand strategy and tactics (from a strategic brand perspective) by working collaboratively with cross functional teams at Regional and Affiliate level to maximize current and future franchise value ▪ Support Regional and Affiliate teams with the roll out of all Global marketing plans and programmes
Market Insights	<ul style="list-style-type: none"> ▪ Constant horizon scanning with a view of maximizing value within the product life cycle ▪ Continued CI insights and risk assessment of other potential scenarios ▪ Develop meaningful insights into the needs of all key customer group

	<ul style="list-style-type: none"> ▪ Support the compliant consolidation, integration and analysis of insights from customers, markets, geographies and other major players. ▪ Liaise closely with market access & HEOR, business development, business intelligence/market analytics to ensure quality of market data relevant for the NET and Acromegaly franchise ▪ Monitor the product life cycle landscape to ensure awareness of new insights and strategies ▪ Provide regular updates on progress and recommendations to senior management
<p>Cross Functional Leadership</p>	<ul style="list-style-type: none"> ▪ Build project workstreams and lead operational marketing programmes with high level engagement across all cross-functional project teams at Global, Regional and Affiliate level. ▪ Proactively ensures affiliate engagement and the sharing of best practice across the organisation ▪ Will take a lead role within defined geographical region(s) to ensure GBT have the relevant information to investigate, support and challenge the visions as well as operational execution of specified countries. ▪ Liaise closely with market access & HEOR, business development, business intelligence/market analytics to ensure quality of projects delivered and strong cross functional deliver

Qualifications

Education

- Advanced Degree-level education, ideally in life sciences or in business studies
- Fluency in spoken and written English, knowledge of additional languages such as French would be appreciated

Experience

- A minimum of 5 years’ experience in the pharmaceutical or biopharmaceutical industry in sales and marketing roles
- Experience of working on LoE strategy or a mature oncology brand in a competitive environment would be preferred.
- Strong marketing experience in one of the top 5 European markets (UK, France, Germany, Spain, Italy) and in North America (US, Canada), regional marketing experience is a plus

Core Competencies (Specific knowledge, skills and abilities that enable an individual to effectively perform the job)

- Strategic and Operational marketing expertise
- Strong business acumen and understanding of NET market
- Strong influencing and communication skills with consistent feedback from key stakeholders
- Excellent project management and process planning skills
- Strong cross-functional leadership skills
- Deep appreciation of patient centricity
- Marketing expertise in pharmaceutical industry
- Will include significant international travel (40%)
- Successful cross-functional project management

The statements contained herein reflect general details as necessary to describe the principles functions for this job, the level of knowledge and skill typically required, and the scope of responsibility, but should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absences or relief, to equalize peak work periods or otherwise balance workload.

Ipsen Biopharmaceuticals, Inc. is an equal opportunity employer. We recruit, employ, train, compensate, and promote without regard to race, religion, creed, national origin, age, gender, sexual orientation, sexual identity, marital status, military or veteran status, disability, genetic information, or any other category protected by applicable federal, state or local law.

Ipsen Biopharmaceuticals, Inc. conducts background screening, reference checks, and drug testing as part of its pre-employment screening process. This description is not intended to be constructed as an exhaustive list of duties, responsibilities, or requirements for the position. This position may change or assume additional duties at any time. The employee may be requested to perform different or additional duties as assigned.

All Employees are expected to adhere to all company policies and act as a role model for company values.

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