

CONFIDENTIAL

COMPANY, POSITION & CANDIDATE PROFILES

MEDICAL DEVICE COMPANY

“Global Director, Medical Marketing”

Copenhagen Region

March 2018

BRIEF COMPANY PROFILE

Our client is a global and market leading medico company that develops, sells and distributes medical products and services that make life easier for people with personal and private medical conditions. Working closely with the people who use the company's products, our client creates solutions that are sensitive to their special needs.

The company operates globally with HQ located in the Copenhagen area (Denmark). The company is listed on the Stock Exchange and has broadly demonstrated an ability to outgrow their market.

THE POSITION

The “Global Director, Medical Marketing” will be responsible for driving the clinical agenda of our client, including providing clinical sparring on innovation projects and supporting subsidiaries to grow their markets.

Medical Marketing is responsible for developing and managing KOL relationship, including Health Care Professional (HCP) advisory boards; hosting own events; facilitating KOL participation in symposia and at international congresses; developing internal and external clinical education; developing training and launch materials for doctors, nurses and users; and for conducting scientific studies and publishing “Life Studies”.

As a result, the ideal candidate demonstrates a proven track record of developing and implementing medical marketing programs that have delivered true commercial impact in terms of increased market share and sales across multiple markets.

Finally, the ideal candidate has a background from international medical marketing or similar (either from the pharma, biotech or medical device industries) and presents a strong track record of developing medical marketing tools and of driving clinically relevant solutions and evidence for HCP’s – resulting in the creation of ambassadors of clinical direction, and in a consistent scientific level of study and publication activities.

POSITION PROFILE

- Position title:** Global Director, Medical Marketing.
- Reporting line:** Vice President
- Reporting to the position:** 4 direct reports and 12 indirect reports.
- Location:** Copenhagen region, Denmark.
- Traveling:** 20-30 days per year (approx.).
- Responsibilities & tasks:**
- **Providing leadership**
 - Taking clear leadership of the Medical Marketing Team.
 - Motivating, developing, supporting and coaching the Medical Marketing team to deliver on department goals and ambitions.
 - Member of Marketing & Branding Management Team.
 - **Shaping the clinical ambition**
 - Defining clinical direction and building clinical relevant solutions for HCP's substantiated by advisory boards, market research and clinical research.
 - **Driving clinical intelligence and clinical agenda advocacy**
 - Monitoring trends and discovering and sharing new clinical evidence that address unmet needs (i.e. improved patient and user outcome) substantiated through medical congresses, expert networks and library searches.
 - Driving attendance and communication plan while ensuring relevant content at medical congresses and at client events.



- **Driving KOL strategies and execution**

- Creating ambassadors and KOL partnerships in alignment with clinical direction including:
 - Defining KOL plan, strategy and segmentation.
 - Facilitating expert participation in symposia.
 - Securing KOL contracts and engagement.
 - Managing customer advisory panels allowing for quick HCP access.

- **Driving an education plan**

- Ensuring optimal treatment and product use through the building an educational plan, and the development of content and educational toolboxes contributing to nurse engagement:
 - Building and executing master classes, events, advisory boards and customer panels.
 - Building and executing research projects in close collaboration with Medical Affairs and Clinical Affairs pursuing new ways to raise standard of care through clinical trials, product testing etc.
 - Educating and certifying first line sales force (in-field sales reps.) ensuring ability to engage in clinical conversations with customers.
 - Educating the sales and marketing organization with the objective of ensuring consistent scientific level of study and publication activities, alongside high degree of claim compliance.

- **Driving claim compliance**

- Positioning main clinical outcomes through efficient global training and AdPromo processes, while providing claims input for HCP clinical

- positioning.
- Approving claims at pre-launch phase.
- Conducting product launch evaluations during launch phase.
- Ensuring claim compliance at post-launch phase.
- **Driving study policy and input**
 - Ensuring consistent scientific level of study and publication activities through the creation of best-practice study publication policies to be effectively implemented through global training.
 - Providing input to value proof plans.
 - Providing input for clinical trial protocols.
- **Collaboration**
 - Ensuring effective cross-organizational and cross-functional collaboration with e.g. Medical Affairs, Clinical Affairs/Operations, Market Access, Product Management and business/affiliates.

Criteria of success:

- Ability to transform scientific content into commercially viable and applicable activities.
- Setting a clear strategy and direction for the medical marketing team.
- Ensuring seamless and successful cooperation with key stakeholders across the organization.
- Demonstrating decisive leadership.
- Developing an inspirational and high-performance culture within the Medical Marketing team and across the wider Marketing organization.

CANDIDATE PROFILE

The ideal candidate for this position should match the following criteria:

Educational background: Master's degree in nature science or similar – preferably combined with a commercial undergraduate/graduate degree.

Language: Fluent in English – verbally and in writing.

Ideal experience:

- 5-10 years relevant international Medical Marketing (or similar) experience – either from the pharmaceutical/ OTC, biotechnology or medical device industries.
- Experience with shaping clinical ambitions and driving clinical agenda advocacy.
- Experience with driving global launches and developing Medical Marketing toolkits.
- Experience with people management – preferably managing through managers.
- Strong track-record of driving KOL strategies and HCP engagement (MD's and nurses etc.).
- Proven track record of delivering and implementing Medical Marketing programs delivering true commercial impact in terms of increasing market share and sales across multiple markets.
- Experience with navigating in larger, politically driven contexts and organizations.
- Experience with stakeholder management and with building stakeholder models.
- Project management experience is a plus.
- Solid experience from a fact/data driven organization.

Personal competencies: **Take control/responsibility**
Makes sure that team members possess clear understanding of task direction and that they act, organize resources, and influence colleagues towards successful execution of such tasks, driving projects

forward, reaching objectives, making things happen, and following through.

Structure

Works systematically with great overview, organizes work and effort with a sense of detail, is methodical in one's performance, and holds on to commenced tasks and projects.

Strategic

Defines a clear vision and direction, thinks creatively, and looks beyond immediate difficulties, while focusing on far-reaching consequences. Sees things in a broader perspective, and takes environment tendencies into account when planning and developing strategies.

Stakeholder management

Possess strong social skills, is pragmatic and able to identify, establish and maintain relations with stakeholders at all levels – internally as well as externally. Makes people feel at ease, achieves agreement by dealing with disagreements and potential conflicts with diplomatic skills, and develops and maintains networks.

Analytical

Navigates well within complexity and divides problems into relevant parts, while sensitively integrating analytical output into a given context. Differentiates between key areas and irrelevant/less important areas, and understand trends – including their implications and opportunities in the external environment. Gathers information from multiple sources, assesses information, identifies opportunities and threats, and develop appropriate response strategies.

Communication

Communicates the central issues of a discussion in a clear, fluent and precise manner, and is able to keep

recipients' attention. Is attentive to the needs of others when speaking, and produces written material that is clear, fluent, precise and easy to understand.

Drive

Is highly dynamic, inspires others with a positive can-do attitude, and encourages the achievement of set goals by promoting a sense of energy and purpose. Provides inspiration for a positive work attitude and prompts a strong wish to succeed within the team.

Team orientation

Collaborates and works well with others with the view to obtain team objectives by sharing information and supporting others. Fosters an environment of open communication and knowledge sharing, encourage the expression of idea sharing, and proactively seek feedback while demonstrating willingness to learn and to change.

Results and goal orientation

Is ambitious and establishes visible and achievable goals for the team members. Focuses on action, activities and results, and is able to continue working at a specific problem, viewpoint or action plan until a result has been achieved – or until it is determined that an alternative approach is needed.

Intercultural understanding

Is able to communicate with people from other cultures, and notices and relates to problems as seen from other cultures' perspective.

For more information on the position, please contact Kristian H. Larsen, Head of Research by email: khl@albright.dk



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