



Position Title: Product Manager

Department: Commercial

Reports To: Marketing Lead

Date:

x Exempt

__ Non-Exempt

Summary of Position:

Reporting to the Marketing Lead, the Product Manager will be the steward of one of several key commercialization work-streams (congresses or visiting speaker bureau), ensuring the successful commercial launch for a high-priority development stage drug.

Position Responsibilities:

- Lead all program activities, including the overarching strategy/plan development, content and material creation, preparation, and flawless plan execution
- Manage timing, deliverables, dependencies, issues, risks, and resolutions for the program
- Select and manage creative agencies relevant to your area of focus to deliver on internally developed priorities.
- Management of logistics vendors to optimize programs
- Ensure all materials are aligned to those used across HCP branded/unbranded efforts
- Collaboration with Sales Ops and the larger Sales / Training team to ensure coordinated planning across the sales organization.
- Effective collaboration with medical, legal, and regulatory review committee to shepherd promotional materials aligned to brand positioning
- Collaboration with Market Research to develop compelling assets aligned to the brand positioning and brand identity
- Engage Business Analytics on the collection and evaluation of appropriate, relevant data to facilitate business process assessments.
- Manage an operating budget specific to the areas of responsibility.
- Compliantly collaborate with Global Medical Affairs on communications strategy and KOL engagement.
- Support an environment of collaboration and alignment with Medical Affairs, Market Access, Regulatory, Legal, Technical Operations, Finance, and other key internal stakeholders.
- Work effectively within the established corporate and industry compliance guidelines

Candidate Requirements:

- Bachelor's degree in science or business discipline; advanced degree preferred.
- 5 or more years of pharmaceutical commercial experience, including experience in congress and/or visiting speaker bureau (VSB) activities
- Experience working on hospital-based products is preferred; antibiotic experience a plus.
- Demonstrated cross-functional knowledge base including but not limited to market research and analytics, market access, field sales, regulatory compliance, clinical development principles.
- Demonstrated ability to lead initiatives and manage coordination of cross-functional projects in complex matrix environments.
- Demonstrated success working in a cross-functional and cross-geographical team environment.
- Demonstrated effectiveness working on multiple projects simultaneously.
- Effective communication and high-impact presentation skills.

Additional Information:

- Travel expectations (%) - <10%
- Technology skills: Microsoft Office