

**HEAD OF COMMERCIAL SPECIALTY BUSINESS DIVISION BELGIUM-LUXEMBURG**

Division / Department: **DAIICHI SANKYO BELGIUM NV/SA**

Reports to: **COUNTRY MANAGER BELUX**

Name of function owner: **Veerle Vandecaveye**

## 1. Context

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The Head of Commercial SBD BeLux reports to the Country Manager BeLux.

## 2. Purpose of the job

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The Head of Commercial SBD is accountable for optimal face-to-face and remote customer experience (sales and marketing teams) in Belgium & Luxembourg.

The primary purpose is to successfully lead the CX Specialist and marketing functions within the Specialty Business Division:

Ensuring commercial targets are achieved for Lixiana®, for Nilemdo®/Nustendi®, for any other products in SBD, for both Belgium and Luxembourg

Leading and ensuring the development of the different teams responsible for HCP Engagement, towards delivery of customer centric value and optimal experience through services and activities

The Head Commercial SBD reports directly to the Country Manager Belgium and is a member of the Belgian Leadership Committee.

## 3. Result areas

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### Activities / Responsibilities

- Responsible for the commercial strategy SBD for Daiichi Sankyo BeLux
- Coherently leads the strategic operations for both face-to-face and remote HCP engagement. Ensures optimal collaboration and coordination between teams of CX Specialists and other departments within Daiichi Sankyo.
- Leads the strategic operations for the Luxembourg Branch. Ensures optimal collaboration between Luxembourg CX Specialists and other departments.
- Accountable for the marketing and commercial field success, sales and field access, for Lixiana®, and of Nilemdo® and Nustendi®
- Analyze, evaluate and take corrective or enhancing measures regarding overall brand performance, including marketing, sales and field account developments in comparison to agreed plans (e.g. sales vs. objectives, call activities vs. plans, impact of promotional investments, brand equity drivers etc.)

- Maintains a high level of product, therapy, disease and Belgian market knowledge. Develops the necessary expertise on established, new and future indications and competitive developments within therapy areas of responsibility
- Becomes the expert on all relevant commercial data such as sales history, market share, market size, growth rate and pricing strategy relating to the assigned and competitive products
- SBD Commercial budget accountable.
- Track, assess, analyze, and enhance the face-to-face and remote, and other omnichannel promotional activities, resource deployment and utilization.
- Oversees and leads insights based strategic and tactical decision making, based on detailed analysis of qualitative and quantitative research surveys, syndicated studies and analytical insights for assigned products and competition
- Develops full Belgian Business Plans for life cycle products or new indications
- Accountable for commercial launch readiness of any to launch SBD products
- Leads and oversees the proposals, creates and implements strategy and promotional actions for the assigned products in line with the Brand Plan, National Plan and regional Plans:
  - Promotional branded and non-branded omnichannel strategies and infrastructure
  - Pre-testing of strategies and promotional materials where necessary

## Leadership

- The Commercial Head SBD coaches, mentors and develops direct reports (Brand Management, CX Specialist Management) to ensure brand objective achievement and employee performance – Belux.
- Works closely with the Head of Medical Affairs and Commercial Excellence Manager to ensure quarterly / annual in-market sales and operating profit targets are met
- Leads the commercial implementation and pragmatic evolution of the new operating customer engagement experience model from a holistic omnichannel perspective.
- Sets targets and expectations (KPIs, Work Instructions) to deliver the SBD business goals
- Ensures tracking of KPIs and actively tracks commercial operating model KPIs to be shared with MSC
- Collaborates closely with the MSC Hub to drive SBD CX evolution in Belgium
- Creates and maintains a strong network of external contacts and utilize them to retain a strong understanding of the market and competitor environment

## Compliance

- Ensures full compliance with the SOP procedure for the release of promotional material
- Adhere to all legal requirements for the promotion of pharmaceutical products.

#### 4. Requirements

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##### Capabilities

- Extensive experience in leading high-performance teams of marketing and sales professionals within an omnichannel customer engaging oriented pharmaceutical organization
- Distinct knowledge of Belgian national and local healthcare processes, stakeholder and decision making units dynamics, and their processes
- Experience in using data to drive and make business decisions to ultimately drive enhanced customer engagement and experience
- Strong interpersonal skills to act on various national and international organizational levels, and lead people with various levels of skills and experience.
- Strong understanding of sales, marketing and omnichannel trends and best practices within the pharmaceutical industry
- Ability to structure a complex environment to distill the essential and apply focus and stability within an organization

##### Leadership skills

- Strong strategic thinking skills
- Highly effective communication, networking and influencing skills
- Strong coaching and mentoring skills
- Deep listening skills
- Bridge builder
- Critical observer and challenger of plans and ideas.
- Authentic individual interest
- Autonomous problem solver and decision maker

##### Mindset / Behavior

- Entrepreneurial mindset & highly collaborative
- Continuous improvement mindset
- Encouraging agile ways of working
- Intrinsic curiosity to assess effectiveness current ways of working and explore new opportunities.
- Excellent oral and written communication skills French and Dutch as well as in English