

LAUNCH LEAD CARDIOVASCULAR

Division / Department: **DAIICHI SANKYO BELGIUM**

Reports to: **COUNTRY MANAGER**

1. Context

The incumbent is responsible to ensure a successful launch of a new cardiovascular molecule in Belgium and Luxemburg. The incumbent coordinates the Launch Team to realize the Daiichi Sankyo Belgium objectives. The function owner will report to the Country Manager.

2. Purpose of the job

The Launch Lead will drive the local execution of the pan European Launch Strategy including pre-launch and launch Marketing Strategy. The Launch Lead will own the country brand budget and will lead the cardiovascular launch team, coordinating cross-functional effort for the affiliate.

3. Result areas

Overall accountable and responsible for the launch preparation

- Is accountable for the launch plan
- Works in matrix organization and leads the cross functional launch team
- Is responsible for steering the cross functional affiliate launch preparation
- Leads the Launch Team

Responsible for implementing the Launch strategy (including pricing together with market access)

- Drives implementation of the brand positioning by the different functions
- Drives the implementation of the brand value proposition
- Defines clear marketing tactics for the launch communicating the brand single minded proposition

Ensures readiness of the organisation to launch according to plan

- Drives country Launch Plan according to defined launch with all timelines and deliverables
- Presents LRA to Steering committee for Challenge and agreement
- Drives progress of the launch plan and ensure readiness in a quality and timely manner

Job description

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- Owns accountability for overall readiness

Preparation and implementation of the marketing plan- business planning

- Develops the annual marketing plan according to company guidelines
- Participates to the 5-year company business plan
- Improves marketing effectiveness by developing efficient and creative marketing campaigns relevant to the assigned products
- Analyses and evaluates marketing and sales developments in comparison to agreed plans (e.g. sales vs. objectives, call activities vs. plans, impact of promotional investments)

Product and market intelligence

- Maintains a high level of product, therapy and disease knowledge. Develops the necessary expertise on established, new and future competitive developments within therapy areas of responsibility

Promotional material

- Proposes, creates and implements promotional actions for the new cardiovascular product launch in line with the marketing plan.
- Coordinates the production of all sales promotional material. If appropriate, briefs the advertising agencies regarding the creation of all proposed promotional material in accordance with approved plans.
- Monitors and respects expense budgets laid out in the marketing plan.
- Ensures full compliance with the SOP procedure for the release of promotional material
- Adheres to all legal requirements for the promotion of pharmaceutical products.

Support to the sales force and field feedback

- Provides in due time and in line with the approved expenditures for the new molecule, optimal logistic support to the sales force in terms of appropriate marketing strategies, promotional platforms and direct/indirect promotional materials.
- Presents and sells the promotional strategies and material to the sales force, at the appropriate meetings. Motivates the sales force to follow and apply those strategies.

New products

- Actively assesses potential new products at the earliest possible stage, with R.A. and marketing management.

Job description

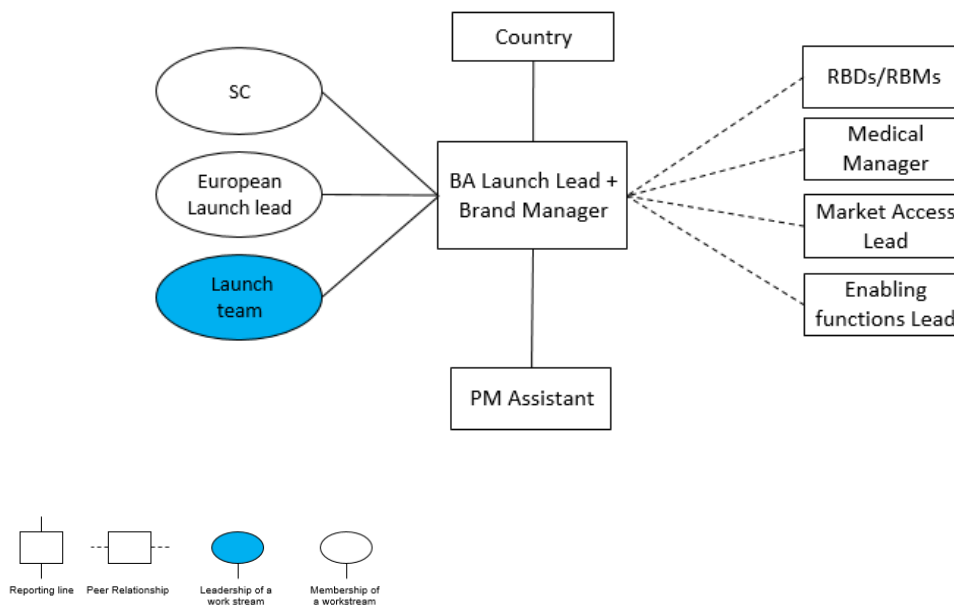
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Belgium



4. Relationships



5. Competences and skills

- Master Degree, MBA, Master in Marketing or Economics
- Fluent written and spoken in English, French and Dutch
- Up to 10 years of experience in the Industry
- Successful track record in Marketing and eventually in product launch
- Commercial experience is a must
- Hands-on proactive approach and accountability
- Good communication and strong social skills
- Ability to work in and lead cross-functional teams