

Sr. TA Strategy Lead (Renal Therapy Area)

Job ID
REQ-10018492
Aug 07, 2024
Japan

Summary

The Senior TA Strategy Lead is responsible to co-develop Renal TA strategy, localising International Renal strategy to optimize sales, grow market share and revenue for a brand or set of brands in the short and long term.

About the Role

Major Accountabilities

- Engage with International TA to shape future strategy and ensure Japan market voice is heard.
- Engage with International TA to input requirements for pre and post launch from Japan.
- Localize strategy to Japan market and set brand priorities to drive TA performance.
- Lead cross-functional team to shape the market and maximize brand value.
- Liaise with TA Ecosystem Leads to ensure that operational requirements are consistent with the strategy.
- Drive forecasting of Brand Performance and work with TA Ecosystem Leads to estimate cost to deliver priorities.
- Develop deep understanding of the market dynamics in the Therapeutic Area, identifying short- and long-term opportunities to enhance the brand.

Key Performance Indicators

- Renal TA comprehensive revenue and market share/sales of key brands.
- Degree of alignment with key stakeholders on pre-launch planning and activities.

Background

Education:

- A university level (bachelors) degree; Marketing, Business Administration, Clinical Research, or related field
- MBA a plus.

Languages:

- English: Business level mandated
- Japanese: Business level mandated

Experience/Professional requirement:

- Experience working cross-functionally and trans-nationally

- Pharmaceutical marketing experiences including new launches
- 5-7 years of experience in field sales, related marketing services, brand management and/or medical activities.
- Experience in rare diseases or renal diseases highly preferred
- Strong interpersonal skills
- Business planning, analysis, management reporting skills
- Internal cross functional communication and leadership

Competency

- Strong relationship management and natural collaborator
- Experience and capable of managing Global communications
- Strategic, analytical and creative thinking
- Agile and growth mindset

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