



## Product Manager

### **Position Summary**

The Product Manager's responsibility is to develop and execute the marketing strategies and plans that will result in the achievement of the short and long term profit objectives of the brands portfolio.

### **Reports To**

Group Product Director

### **Specific Responsibilities**

1. Develop short and long term sales and financial forecasts for brands.
2. Develop and recommend the marketing plans that will achieve forecasts.
3. Execute marketing plans with excellence including sales force training and roll out.
4. Monitor and evaluate market conditions, program execution and sales performance vs. expectation.
5. Manage brand P&L to deliver on profit commitments.

### **Characteristics of a Good Candidate**

#### **1. Leadership**

A successful candidate must be able to demonstrate a proven ability to recognize opportunities, form a vision of what can be achieved and then challenge self or others to achieve breakthrough results.

#### **2. Priority setting**

A successful candidate must be able to handle multiple priorities well. He/she must be able to define who his/her customers are, seek to understand their needs and to set priorities with those in mind. The candidate will be able to recognize the most important issues, make effective plans and get resources in place to achieve key objectives.

#### **3. Problem Solving / Analytical Skills**

A successful candidate must be able to demonstrate an ability to sort through complex data, gather relevant view points, identify important issues and make well reasoned and actionable recommendations based on the finding. The candidate must be able to recognize developing problems and handle them well in the pursuit of his or her objectives.

#### **4. Initiative and Follow Through**

The candidate must be able to demonstrate an ability to get going on important priorities, overcoming obstacles and taking appropriate risks in order to keep projects moving towards objectives. The candidate must be able to handle multiple priorities well. He or she

should be able to demonstrate a record of setting specific, stretching objectives and achieving or exceeding them.

### **Candidate Profile**

	<b>Required</b>	<b>Asset</b>
<b>Education:</b>	<ul style="list-style-type: none"><li>• B.Comm or MBA</li><li>• Bachelor's degree in different area with relevant experience will be considered.</li></ul>	<ul style="list-style-type: none"><li>• Science background</li><li>• CCPE accreditation</li></ul>
<b>Experience</b>	<ul style="list-style-type: none"><li>• Minimum 5 years of pharmaceutical marketing experience as a Product Manager.</li><li>• Pharmaceutical sales experience.</li></ul>	<ul style="list-style-type: none"><li>• Experience within the field of allergen immunotherapy.</li></ul>
<b>Other:</b>	<ul style="list-style-type: none"><li>• Strong computer skills (spreadsheet, database applications, presentation software and word processing)</li></ul>	