



Position Title: Market Research & Competitive Intelligence Manager

Department: Commercial

Reports To: Head of Decision Support

Date:

x Exempt *__ Non-Exempt*

Summary of Position:

As Market Research & Competitive Intelligence Manager, you will be responsible for delivering timely and actionable insights across a wide range of commercial questions. The insight generated from these assessments will directly impact critical commercial decisions being made in the pre- and post- launch periods for a new broad-spectrum IV & oral antibiotic.

Position Responsibilities:

- Collaborate with Marketing, Market Access, Medical Affairs, Technical Operations, and other partners within the organization to support commercial strategic & tactical development and refinement
- Identify market research needs (conduct gap/situational analysis) and creation of the market research plan to fill gaps
- Design of qualitative / quantitative studies based on needs & methodology optimization
- Execute and ensure appropriate interpretation of research, key takeaways, new insights generated, and logical next steps based on the research results
- Work directly with brand leadership to understand the market environment and trends, identifying key business issues, and integrating insights into business plans
- Inquire with Sales & Market analytics leads to determine if secondary data sources are available to answer identified questions and/or if primary market research facilitates their data needs
- Remain current on the developments of other antibiotics that are on the market, or likely to enter, in a similar therapy area, with a focus on development timelines, current promotional efforts (ie, positioning strengths/ weaknesses), and potential reaction to market activities
- Work closely with Sales Analytics & Market Research leads in the triangulation of data to ensure an integrated viewpoint for the feedback loop of information, analyses, & recommendations to commercial and corporate management
- Liaise with Finance, Technical Operations, Medical Affairs, and other cross-functional colleagues to ensure all relevant inputs to research & analyses
- 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 in a market research or similar role
- Market access experience (whether as a market researcher within the payer area, or working directly within a market access / account manager / payer marketing role)
- Prior work with hospital-based products a plus
- Demonstrated problem-solving skills and an ability to translate qualitative & quantitative information into actionable insight for decision-making purposes, as well as the ability to effectively communicate that insight in a concise, audience-oriented manner
- Experience with ethnographic methodologies a plus
- Cross-functional knowledge base including but not limited to field sales & sales operations, sales & marketing analytics, market access, and regulatory compliance
- History of success working in a cross-functional and cross-geographical team environment
- Ability to work under minimal direction while managing multiple projects simultaneously

Additional Information:

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