



Position Title: Associate/Director - Market Access Marketing

Department: Commercial

Reports To (title): Vice President, Marketing with dotted-line to Vice President Market Access

Location: King of Prussia, PA

Date: 8/9/17

Exempt Non-Exempt

Summary of Position:

The primary objective of the role is to create and implement market access strategies and tactics for all relevant customer segments supporting the commercial launch of a new antibiotic in the hospital and community setting. This role is accountable for the market access marketing plan developed through innovative thinking and collaboration with cross functional teams such as Market Access, Brand Marketing, Medical Affairs, Finance, Legal, external customers and agency partners.

Position Responsibilities:

- Ensures development of the payer value proposition and key value messages for Omadacycline
- Provides leadership in the development of HEOR, reimbursement and market access collateral material to support pull-through and push-through initiatives for the account team and field sales
- Ensures payer account teams have the tools and resources needed to address potential gap analysis between payer expectations and what the product can deliver.
- Market access research and strategy development for, including product pricing strategy and product positioning strategy to payers in all books of business
- Develops and sustains a performance-driven and competitive mindset within the team to drive business results
- Executes all business strategies to consistently meet or exceed Company sales goals
- Maintains in-depth knowledge of the reimbursement landscape including CMS regulations, State and Federal Policies to maximize pull and push-through initiatives
- Understands coding, coverage, and payment across all payer types
- Provides direction and leadership for the management of all vendors in the procurement and execution of approved projects for Market Access research
- Works closely with the Market Access VP and Director in meeting specific account objectives with strategies and tactics that optimize business performance for Company products
- Collaborates with field based medicine leadership to support effective communication and integration with Managed Markets clinical decision makers
- Integrates qualitative and quantitative information, anticipating and adapting to changing market conditions and priorities, and leverages a sophisticated understanding of the short and long-term ROI to be gained through the application of Market Access Strategy resources available
- Operates within a set budgets

Candidate Requirements:

- A Bachelor's degree is required; a Master's degree in Business or related field is preferred
- A minimum five to seven years of experience in Market Access required, preferably in payer marketing, payer strategy and/or account management
- Broad pharmaceutical and/or healthcare experience including sales, marketing, account management along with experience launching products or working with existing pharmaceutical (preferably specialty) products in promotion
- Extensive knowledge and experience across managed markets, brand marketing and sales management in the pharmaceutical, biotech, or related industry
- Extensive knowledge and experience across pharmaceutical product life cycle
- Experience with hospital purchasing, system formularies, Commercial, Medicare, Medicaid and "buy and bill" books of business to enable strong support of the Market Access organization build for a launch
- Proven track record in U.S. reimbursement, distribution, and access for specialty products across both pharmacy and medical benefits
- Excellent written and verbal communication skills, including presentation skills
- Strong project management, analytical and strategic thinking skills
- Demonstrated initiative, creativity and ability to develop, communicate, and implement successful strategic initiatives for multiple constituents with sometimes conflicting / competing objectives and goals

Additional Information:

- Technology needs: Must be proficient in MS Office Suite
- Travel requirements (%): Position resides at the Paratek King of Prussia office; must be able to travel ~10% of the time to meet with customers, vendors, attend internal/external meetings and conventions etc. as appropriate