Position Title: Director, Commercial Analytics

Department: Commercial

Reports To (title): Senior Director, Market Research and Analytics

Location: King of Prussia, PA

Date:
☒ Exempt ☐ Non-Exempt

Summary of Position:

The Director, Commercial Analytics will be responsible for ensuring timely and accurate insight into a wide range of strategic and tactical commercial questions, providing analytical expertise to the commercial organization. The insights generated from these assessments will directly impact critical commercial decisions being made in the early post-launch period for a new broad-spectrum IV / Oral antibiotic, as well as future assets.

Position Responsibilities:

- Work directly with brand leadership to understand the market environment and trends, identifying key business issues, and integrating insights into business plans
- Lead reporting / dashboarding efforts to measure product performance vs expectation overall as well as on key brand efforts
- Work closely with IT to ensure appropriate data integration and optimization of management dashboard capabilities
- Assess promotional response to multi-channel efforts and determine ROI on programs with the goal of optimizing commercial efforts. This includes managing external partners as needed
- Collaborate with Marketing, Market Access, and Sales Operations on ad hoc analyses that support commercial strategic and tactic development and refinement
- Work closely with Sales Analytics and Market Research leads in the triangulation of data to ensure an integrated viewpoint to commercial and corporate management
- Liaise with Finance, Technical Operations, Medical Affairs, and other cross-functional colleagues to ensure all relevant inputs to analyses
- Work effectively within the established corporate and industry compliance guidelines

Candidate Requirements:

- Bachelor's degree in science or business discipline (e.g. math, statistics, economics); advanced degree preferred
- 5 or more years of pharmaceutical commercial experience, including several years in one or more analytical roles
- Demonstrated problem-solving skills and an ability to translate data into actionable insight for decision-making purposes, as well as the ability to effectively communicate that data/insight
- Proficiency in extracting insights from large data sources (ex: IQVIA/SHA, claims, government databases)
- Strong data visualization knowledge/skills
- Prior work with hospital-based products preferred (but not required)
• 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:
• Technology needs: Excel; Tableau or similar software experience preferred; statistical software and/or other analytical platform experience a plus
• Travel requirements (%): - <10%