



Job Title: Senior Product Manager, US Marketing (HCP) **Department:** Commercial

Location: Boston, MA

Reporting to: Director, HCP Marketing

The Senior Product Manager will work with the HCP Marketing Director to develop and implement HCP-focused tactics to support the future US launch of setmelanotide.

Summary of Key Responsibilities:

- Support strategic and tactical planning to raise HCP awareness of rare genetic disorders of obesity
- Develop, execute, and evolve disease awareness campaign components
- Spearhead development of branded HCP message platform in alignment with product positioning
- Develop branded, promotional tactics in alignment with the overall brand strategy
- Ensure successful execution of field-driven tactics through cross-functional collaboration
- Refine brand messaging and tactics based on market insights and/or KPIs
- Lead planning and full execution of U.S. speaker training and commercial peer-to-peer programing
- Lead commercial planning for scientific and medical conferences
- Manage agency partners to ensure that all marketing tactics are delivered on time and within budget
- Foster strong cross-functional partnerships across the organization to ensure aligned objectives, understanding and implementation of the brand strategies
- Utilize high level of business acumen in analyzing and coordinating activities from identified industry trends, competitor's resources and practices
- Ensure performance tracking/monitoring, including any required action planning

Qualifications:

- Bachelor's degree in a life science; MBA, or advanced degree, preferred
- 5+ years sales, marketing or other relevant commercial or analytical experience
- 3+ years pharmaceutical brand marketing, including digital experience
- Experience with OPDP and FDA requirements
- Willingness to travel approximately 15%, may include some international travel. Travel will vary by month based upon projects, conferences, and meetings.

Preferred Skills:

- US commercial and product launch experience preferred
- Rare Disease experience preferred
- Creative, innovative, problem-solving approach
- Solutions-oriented, strong analytical and presentation skills
- Ability to manage complex projects in parallel
- Independent self-starter, but with an ability to be a strong team player

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