

ARE YOU THE ONE? WE ARE LOOKING FOR

Product Manager

(Temporary consultancy role)

Terhulpsesteenweg 6, 1560 Hoeilaart, Belgium

For Us, It's A Mission

At Mylan, we mean it when we say we work every day to provide access to high quality medicines to the world's 7 billion people. If you are unconventional, relentless and passionate. If you believe in doing what's right, not what's easy. If you are a doer and have a passion for serving others, we want to talk to you.

Make a Difference

At Mylan, each person has the ability to make a difference. From the providers who sell and market our products, to the producers who develop and manufacture them and finally to our business partners who support the providers and producers, we all have a mission critical role. Here's how this role will help:

Make Our Values Your Values:

Mylan hires only the best. People who thrive in a culture of innovation and empowerment. People who are active learners and have a positive attitude. People who are leaders and know that by working together we can run faster, reach higher and achieve more. By doing so, we will continue to set new standards in healthcare. Here are the minimum qualifications and essential functions for this temporary project :

POSITION PURPOSE

To develop the current product portfolio and conduct the launch of new products as well as for the preliminary evaluation of new business opportunities in alignment with the corporate strategy. To be able to prioritize products and customer's requirements within the therapeutic areas he/she will be responsible for. To drive product market share and market growth by anticipating on opportunities and taking initiatives.

ESSENTIAL DUTIES AND RESPONSABILITIES

Product Development & Marketing Strategy

- Prepare and execute the yearly marketing plan for the current portfolio and new launches. Analysis of the market and competitors in order to create relevant marketing actions.
- Set up of the promo diagram. Follow up of monthly forecast with supply and deliver sample forecast.
- Inform in due time business partners in order to secure Mylan products updates communication to prescription software providers. Develop and follow key performance indicators in order to measure products performance and ROI and propose corrective actions.

Promotional Marketing

- Support to the field force and ensure that all promotional material is available on time. Work closely with the sales department to develop and implement high quality promotional material, performing sales tools, added value services and adequate training.
- Consults physicians, pharmacists, professional associations, experts, opinion leaders, in order to gather relevant information aiming at optimizing the portfolio priorities and promotional claims and services.
- Develops, implements and ensures the follow-up of the media plan.

Developing Corporate Strategy & Marketing Budget

- Develop brand, pricing and packaging strategies in collaboration with the regulatory, finance and logistic departments.
- Follow-up of the marketing budget. Actively participates to the construction of the budget plan and marketing planning process.
- Organize training and sales meeting by stimulating feedback and marketing activities follow-up from the sales force.

Internal & External Communication

- Motivate sales reps during meetings and be an example. Work with agencies or third parties for the development of a professional material for reps.
- Communicate positively with the assistants and colleagues within the department. Provide internal positive communication with others department like Sales, Finance, Supply chain, Customer Service, Regulatory.

QUALIFICATIONS / KNOWLEDGE

- Master's degree with preferably in Life Sciences and or Marketing/ Business Administration/ Economy
- Previous successful experience as a PM in the Pharma Sector
- Knowledge of the Belgian pharmaceutical market
- Knowledge of the market competitors
- Good trilingual: French, Dutch and English

COMPETENCIES

- Strategic Agility
- Problem solving and analytical skills
- Decision quality
- Setting priorities
- Pro-activity
- Autonomy and teamwork

Interested? thanks for sending your CV at HR_Belgium@mylan.be