Job opportunities in marketing and medical affairs

VICKY VAN DEN NIEUWENHUYZEN

MARKETING DIRECTOR

A wealth of job opportunities

Discovery research

Non-clinical development

Clinical development

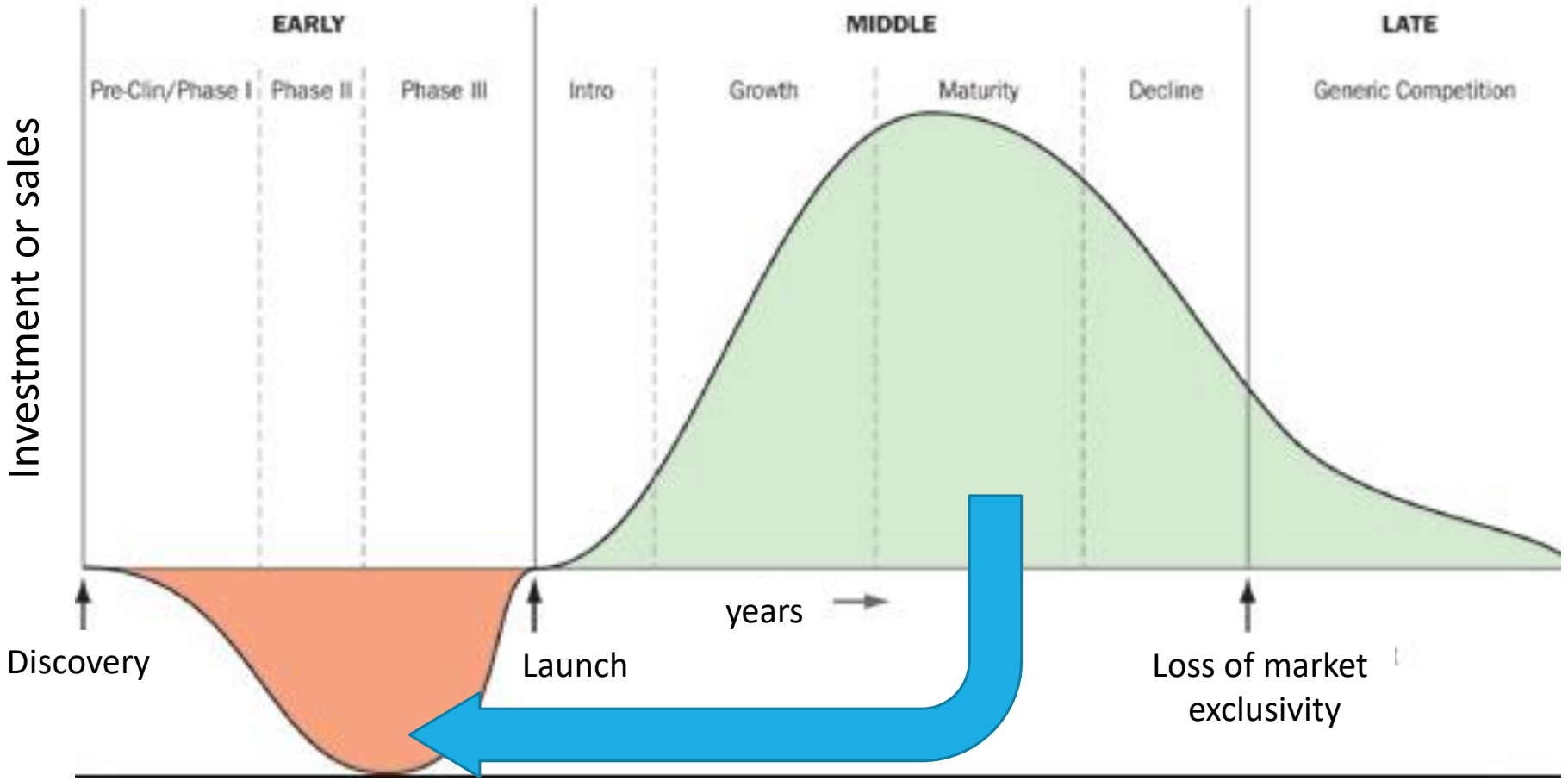
Administrative procedures

Commercia-lisation

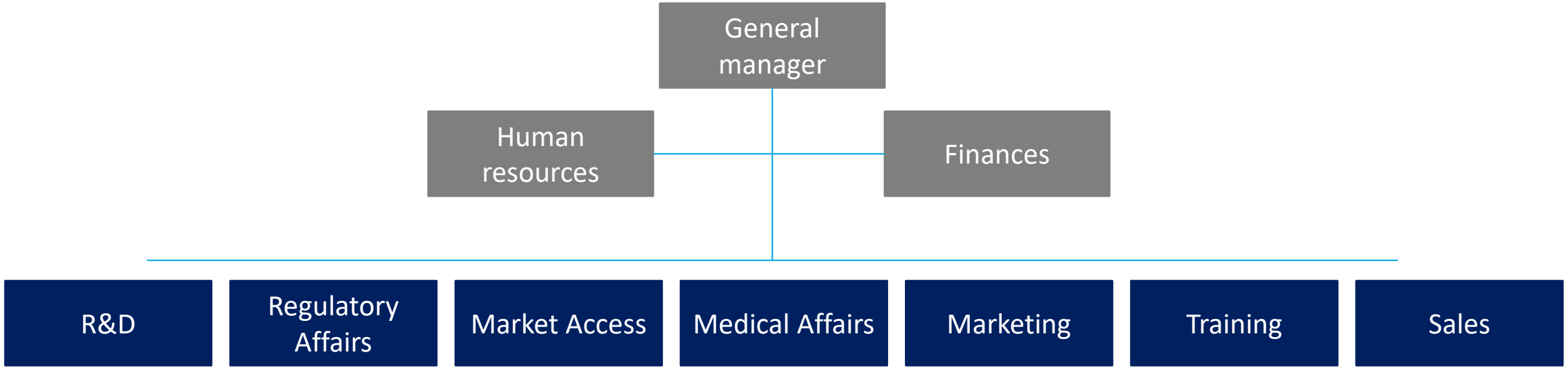
Global

Local

The importance of commercialisation?



Many departments are involved in the commercialisation



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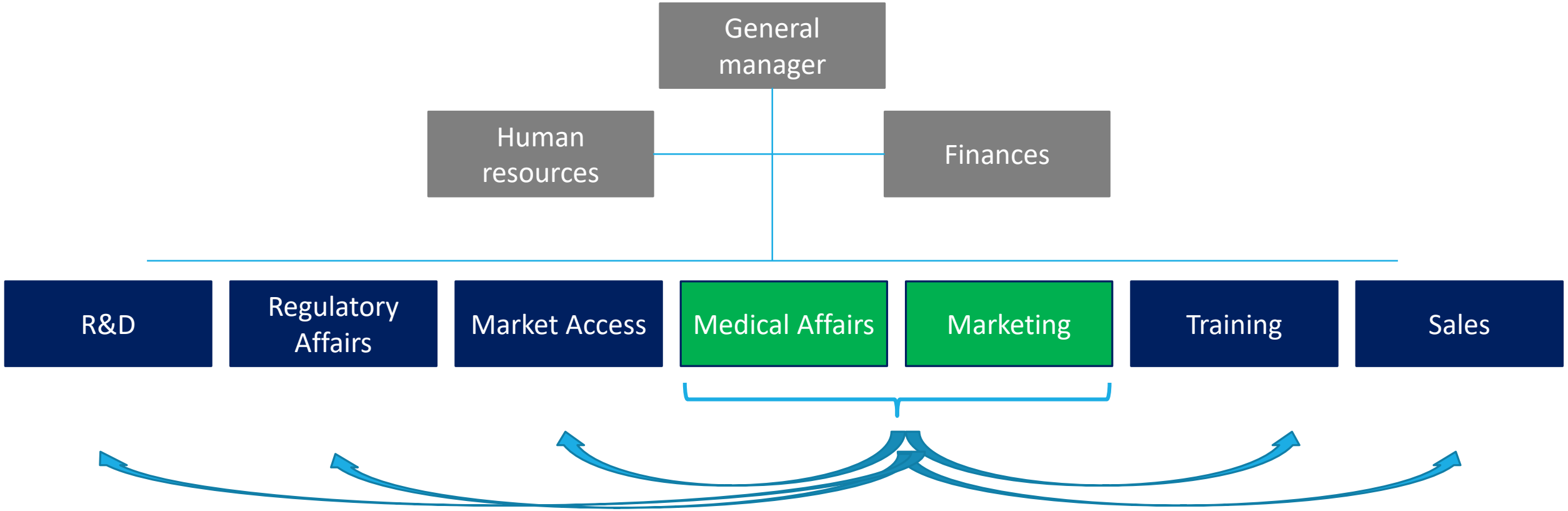


Commercialisation Process

QUANTITATIVE RESEARCH

To measure the market

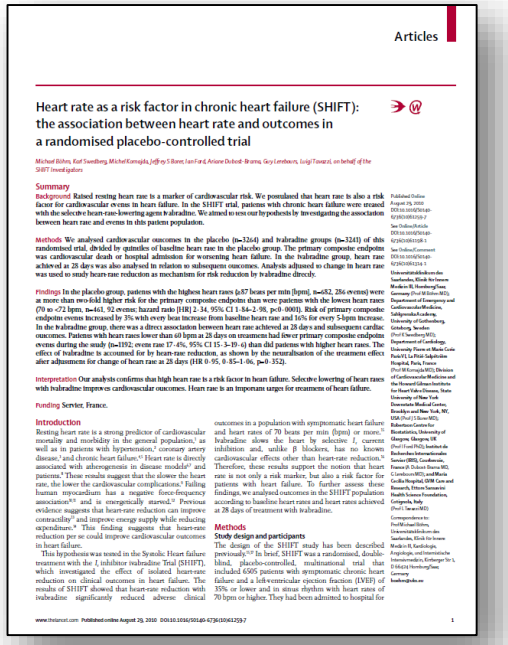
VS.

QUALITATIVE RESEARCH

To understand the market

Analysis: tools for medical affairs & marketing

Scientific literature



Articles

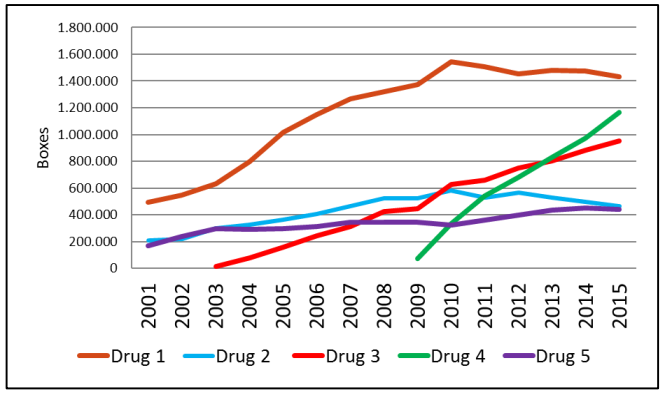
Heart rate as a risk factor in chronic heart failure (SHIFT): the association between heart rate and outcomes in a randomised placebo-controlled trial

Information from different stakeholders:
SP, GP, Pharmacists, Patients, ...

Congresses

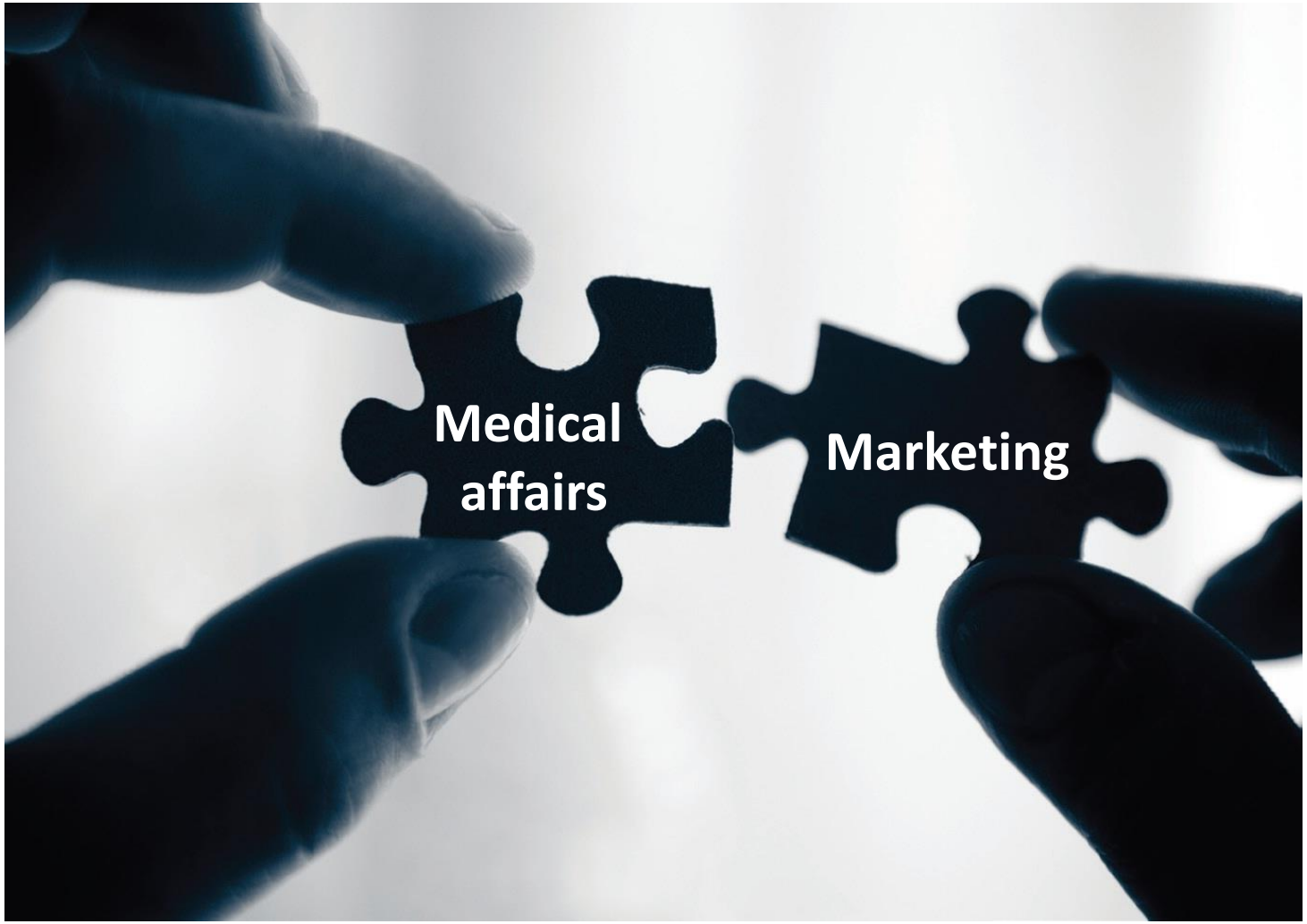
Advisory boards, F2F visits

Sales results



Medical affairs **Marketing**

SERVIER



Define your objective & strategy

Define your objective

Define your strategy

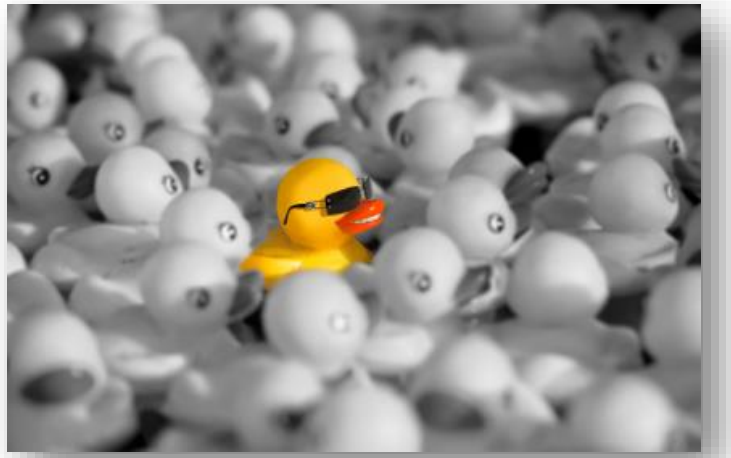
Patient targeting

Which patient profile
will benefit most ?

HCP targeting

Which HCP
do you need to visit?

Message



What is your added value
and unique selling point?

Action plan

Select the right set of channels and content per segment at the right time.

The right set of communications channels (> 50 channels)

OFFLINE

ONLINE

PAID MEDIA

OWNED PROMO MEDIA

OWNED MEDICAL SERVICE MEDIA

EARNED MEDIA

MARKETING

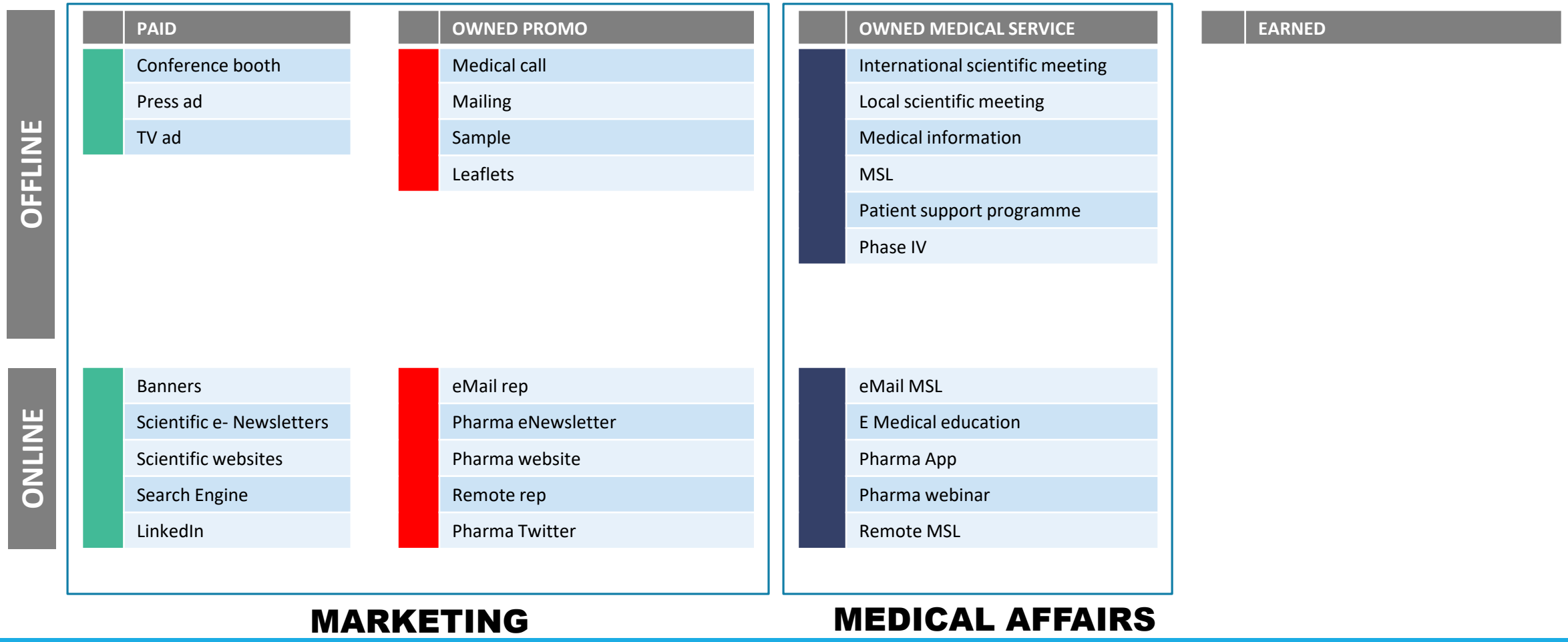
SERVIER

The right set of communications channels

	PAID MEDIA	OWNED PROMO MEDIA	OWNED MEDICAL SERVICE MEDIA	EAR
OFFLINE	Conference booth	Medical call		
	Press ad	Mailing		
	TV ad	Sample		
		Leaflets		
ONLINE	Banners	eMail rep		
	Scientific e- Newsletters	Pharma eNewsletter		
	Scientific websites	Pharma website		
	Search Engine	Remote rep		
	LinkedIn	Pharma Twitter		

MARKETING **MEDICAL AFFAIRS**

The right set of communications channels



RULES
REGULATIONS
STANDARDS
COMPLIANCE
POLICIES
REQUIREMENTS
LAW

Possible careers? Everything is possible!

Grow within your department

- MKT: Junior product manager
  MA: Medical Science Liaison, Medical Advisor, …
- Junior → Senior → Manager → Director

National or international functions

Discover another department

Examples:

- MA → MKT
- MKT → MA
- MA → R&D
- MKT→ Sales
- MA/MKT → Market access
- …

What are ***we*** looking for?

- A good **scientific** background and being patient oriented
- Able to understand the company **business** goals
  - MKT: second diploma like MBA, marketing management, can be interesting but is not a must
- **Analytic** and critical thinking
- Excellent **communication skills**
  - To be able to deal with a **variety of stakeholders**
  - Oral (F2F, presentations) & written (eg publications, ...)
  - MKT: sales experience can be interesting, but is not a must
  - Digital interest
- Good **organisation skills**

What are *you* looking for?

- ❑ The function
- ❑ The company size.
- ❑ The Corporate culture
- ❑ Training possibilities
- ❑ The terms and conditions of employment
- ❑ The location

Good luck!