

VP of Marketing

We are hiring for a position as VP of Marketing in Y-mAbs Therapeutics Inc. in the US.

Y-mAbs is a fast-paced, late-stage clinical biopharmaceutical company focused on the development and commercialization of novel, antibody-based therapeutic products for the treatment of patients with rare tumors with unmet medical need. It is expanding rapidly, following approval of its first product in November 2020 and second product anticipated approval later this year. The company has a broad and interesting pipeline with several compounds clinical development.

Position summary

The VP of Marketing is responsible for the creation and implementation of rare pediatric product and portfolio product strategy and promotional plans to achieve US sales objectives. The VP will also serve as commercial liaison to and engage with early new product commercial strategy development. The VP of Marketing will be responsible for leading strategic direction of the current rare disease pediatric oncology brands, and lead the launch of future brands. This includes utilizing data and market knowledge to identify and initiate optimal approaches to both current product value and future growth of sales. Internally, the VP of Marketing will lead internal cross functional teams and manage external agencies and ensure alignment of stakeholders to meet goals.

The VP of Marketing reports directly to the SVP, CCO.

Key Responsibilities

- Strategy
 - Lead the collaborative planning, alignment, approval, execution, measurement and ongoing refinement of product marketing strategies designed to drive US performance. Leads and delivers annual and multi-year brand plan.
 - Deliver financial and supply forecast, serving a liaison to supply chain and finance to ensure clear communication.
 - Lead the commercial strategy for future launch products in the Oncology portfolio, including market development, pre-launch planning excellence, and successful, timely launch kick off with full complement of strategically driven programs on time and on budget.
 - Provide coherent plans and updates for board and senior management.
- Leadership & Management
 - Manages three direct reports (currently a Director, Assoc. Dir., Marketing, and Marketing Communications Specialist); develops and leads implementation of tactical plans and the associated budgets and project timelines on time and on budget
 - Ensures a productive and cost-effective relationship with external agencies and partners
 - Drives alignment and consistent use of Brand messages across the organization (sales, marketing, managed markets, medical, etc.)

- Ensures key promotional programs are managed effectively achieving KPIs on time and on budget.
- Ensures a smooth running and compliant PRC process in concert with the Marketing stakeholder, PRC Team Members and agencies
- Field Sales Collaboration
 - Liaises with Sales Management and contributes significantly to selling strategy development, IC plan development, training and targeting
 - Utilizes Field Advisory Teams to collect input on tactics, performance, opportunities and challenges, as well as test materials
 - Identifies training gaps; develops and implements plans to close gaps
 - Ensures smooth and effective POA rollout of training and promotional initiatives
- Relationship Leader
 - Manages productive external relationships with Key Opinion Leaders, Congress leadership and patient advocacy groups
- Market Access Collaboration
 - Oversees Sr. Manager and collaborates with Managed Markets team to ensure effective strategies are identified, and tactics are in place for the least restrictive payor environment for Y-mAbs products; Collaborates with patient HUB to ensure patient adherence programs are pulled through and optimized.
- KPIs
 - Utilizes insights to lead and evolve brand strategy, optimize opportunities and mitigate barriers.
 - Collaborates with analytics to develop, implements market research to gain actionable insights and measure performance
 - Collaborates with Analytics and Commercial Operations to ensure appropriate use, understanding and flow of sales performance data.
 - Supports BD efforts and ad hoc strategic initiatives as requested by the CCO

Professional and personal qualifications

- Bachelor's Degree, MBA a plus
- Minimum 10 years pharmaceutical marketing leadership in oncology, rare disease
- Minimum 5 years experience leading brand strategic plan process
- Minimum 5 years leading direct report team
- Outstanding leadership, team management and presentation skills
- Sales management, managed care and market research experience a plus
- Proficient in Microsoft Office (PowerPoint, Word, Excel)

Physical requirements

- Ability to lift, carry and otherwise move up to 25 pounds
- Ability to sit, stand or walk for various lengths of time throughout the day

Travel

- Approximately 25% overnight travel

You can apply for the position by sending an email to HR@ymabs.com. Please mark your application with **Job ID no. 2043**.

The Y-mAbs Therapeutics, Inc. is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

Y-mAbs Therapeutics A/S is located in Hørsholm, Denmark and a Danish affiliate of Y-mAbs Therapeutics Inc.. Our mission is to discover, develop and deliver novel antibody therapeutics for the treatment of both pediatric and adult cancer patients.

Please access the company website www.ymabs.com for more information regarding the company and our development projects.