

Thought Leader Liaison – East

Full Time, (NY/NJ, Metro Philadelphia, DC/Baltimore/VA) - Remote

Job Summary

The Thought Leader Liaison (TLL) role is a key field-based position within the Theratechnologies US Commercial Unit supporting the commercial portfolio efforts. The TLL is a product and company knowledge expert and an integral strategic partner to internal and field-based teams, who develops business strategies to continue to build Theratechnologies' reputation and credibility in the HIV space. The TLL works to drive results in these main areas: HCP activation through education and raising awareness, KOL identification, and development of enduring relationships with both current and emerging leaders based on the information available for our brands and cross-functional alignment.

TLLs support cross-functional, commercial opportunities such as marketing initiatives, advisory boards, speakers bureau strategy, and congress strategy. Additionally, the TLL helps inform commercial and marketing strategy, messaging, and resources through the sharing of insights received in the field from KOLs and contacts. The TLL works closely and collaboratively with cross-functional partners to maintain KOL coordination but also to manage appropriate distinction of roles and boundaries among the expertise areas. This position reports to the Director of Thought Leader Liaisons and will be remotely based.

Key Responsibilities

- The TLL team will focus on multi-site, regional, and national practices, pharmacies, KOLs and developing Advanced Practice Providers
- Support KOL influence-mapping initiatives by developing profiles and engagement/communication plans for each assigned KOL
- Create and execute short- & long-term regional account plans
- Take a leading role in coordinating the development and maintenance of account plans, through a synergistic approach that aligns cross-functional colleagues in a compliant manner. Account plans include cross-functional activities that synergistically educate to impact clinical outcomes and customer satisfaction, which in turn drive company/product loyalty and achievement of demand goals.
- Conduct tailored and focused discussions related to on-label product information, disease state, initiatives, and general corporate overviews with Practitioners
- Execute unique, approved programming, such as disease state and product programming with identified champions and through special channels
- Initiate strategic initiatives (EMR, education on testing, pharmacy education, screening)
- Drive market development and partnerships by identifying regional market gaps and opportunities
- Plan and execute HCP engagements and executive encounters at local, regional, and national conferences, in-field engagements, and other venues as directed in a compliant manner
- Taking the lead on developing initiatives that connect science with action and result in HCP identification of appropriate patients in their practice

- Assist with on-label key thought leader development, including speakers, with approved decks and materials
- Collaborate and communicate cross-functionally, as requested, with respect to driving identified initiatives to ensure strategic and tactical cohesiveness
- Facilitate speaker bureau management, including certain speaker logistical and scheduling activities and working cross-functionally to ensure timely communication
- Provide feedback to speakers as solicited from field force and marketing; raise the need for additional scientific training with Medical so they can execute
- Work with Marketing, sales leadership, and contracted speakers to gain and synthesize feedback in support of the evolution of promotional programming content; provide real-time assessment of speaker and program effectiveness
- Assess speaker utilization and program logistics to ensure compliance with internal corporate policies and guidelines
- Monitor KOL opinions about current and future treatment patterns that may impact the portfolio and provide feedback for consideration in the development of portfolio and brand strategic plans
- Address customer service issues and coordinate cross-functional action plans to address issues as needed
- Act as the primary liaison between KOLs and Theratechnologies, including office-based cross-functional colleagues/teams
- Contribute to the achievement of sales goals, as defined quarterly
- Independently conduct data analysis and explore industry trends, translating those into solid business strategies and action plans.
- Foster and cultivate the highest level of home office and regional relationships to determine and communicate additional market opportunities, as well as create and participate in internal programs necessary to effectively seize these opportunities (i.e., internal focus groups, field tests, etc.).

Qualifications Required

- Must be based within the geography (NY/NJ, Metro Philadelphia, DC/Baltimore/VA)
- BA/BS Degree or higher in business, marketing, or life sciences
- A minimum of 10 years of work experience in one or more of the following: field sales, product marketing, or medical / clinical experience in the same or related therapeutic area within the pharmaceutical / biotech industry
- Prefer minimum of five years of HIV experience and additional experience with metabolic conditions
- Specialty marketplace experience is required, with an understanding of buy and bill preferred
- Demonstrate fluency in articulating complex scientific concepts and data
- Strong scientific acumen and leadership skills
- Ability to communicate business and science clearly and effectively with a variety of styles, professional and educational levels
- Excellent communication (verbal and writing) skills with proven ability to present to large and small audiences
- Strong interpersonal skills including the ability to listen actively and synthesize information in a meaningful way
- Good judgment, ability to adapt and change in a shifting environment
- Strategic, passionate, self-starter who takes initiative

- Driving is an essential duty of the job; candidates must have a valid driver's license to be considered
- Strong understanding of the laws, regulations, and rules governing the pharmaceutical industry
- Follow and be knowledgeable of all laws, regulations, and corporate policies
- Ability to travel 70-80%, with 4 days in the field weekly.
- Responsibilities may require a work schedule that includes working outside of "normal" work hours, to meet business demands.

Personal Qualities For All Staff

- Ability to set goals and deliver agreed objectives under tight timelines
- Ability to prioritize
- Ability to generate ideas and find solutions
- Ability to work both alone and in a team
- Team spirit and tendency to help each other
- Versatility and flexibility
- Exceptional organizational skills
- Ability to assemble and lead cross-functional teams toward a shared vision of success

What Thera offers -

Flexible workplace	401k Program	Language Courses	Health Insurance
Referral Program	Care & Sick Days	Paid Vacation	Stock Option Plan

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or status as a protected veteran.

