

**JOB DESCRIPTION**

**Director of Thought Leader Liaison**

<b>Department</b>	Commercial
<b>Direct Supervisor</b>	Peter Kowal
<b>Management of Team</b>	N/A

**Key Responsibilities**

- Lead a field-based team of TLL and partner with cross functional members to integrate holistic account plan
- Manage a team 4 to 5 TLLs plus have KOL engagement field responsibilities for a key HCP and partners.
- Provide leadership and strategic direction to TLLs in-order-to achieve performance objectives
- Oversee the TLL team in cultivating current and future thought leaders in academic and clinical medicine at the local, regional, and national levels in the field.
- Monitor progress toward team’s execution of marketing initiatives and activities
- Create and coach to individualized territory and development plans for the TLLs on the team
- Create and execute short & long term regional commercial plans
- Plan and execute regional meetings as well as participate in the development and execution of commercial marketing strategies
- Conducting business discussions related to on-label product information, disease state, and general corporate overviews
- Coordinates KOL Executive Encounters and Engagement; Work with MSLs to plan and execute KOL engagements and executive encounters at local, regional, and national conferences, POAs, in field engagements, and other venues as directed in a compliant manner
- Execute unique, approved programming, such as disease state and product programming to identified champions and special channels
- Conduct substantial business on-label conversations, at appropriate venues, in and outside the office setting
- Act as a liaison between thought leaders and home office cross-functional teams
- Assisting with on-label key thought leader development, including speakers, with approved decks and materials
- Collaborating and communicating cross-functionally with respect to assigned Thought Leaders to ensure strategic and tactical cohesiveness
- Plan and execute key thought leader engagements and senior executive encounters at local, regional, and national conferences, POAs, in field engagements, and other venues in a complaint manner
- Facilitating certain speaker logistical and scheduling activities and working cross functionally to ensure timely communication
- Providing feedback on brand-related marketing strategies/materials to commercial leadership
- Providing ad board participant recommendations, and attending ad boards where needed, while additionally providing speaker recommendations
- Facilitate speaker bureau management, including contracting when requested

- Follow and be knowledgeable of all laws, regulations, and corporate policies

**Qualifications Required**

- BA/BS Degree or higher in business, marketing, or life sciences with a mix of field and home office experience highly preferred
- 10+years of success in pharmaceutical, biotech, or hospital (HIV or rare disease preferred)
- Understanding of specialty drug and buy bill preferred
- Ability to travel 60-80%
- Ability to communicate clearly and effectively with a variety of styles, professional and educational levels
- Strong project management experience, including superior analytical and planning skills.
- Ability to assemble and lead cross-functional teams toward a shared vision of success.
- Clinical expertise and skill in working with Key Opinion Leaders.
- Foundational knowledge of marketing functions and processes.
- Understanding and support of compliance with OIG and regulatory requirements.
- An understanding of the economics of health care at both the private and public level of payment and delivery.
- Driving is an essential duty of the job; candidates must have a valid driver’s license to be considered

**Personal Qualities for all Staff**

- Ability to set goals and meet deadlines
- 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

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Current incumbent:

Validated by: \_\_\_\_\_ Date: \_\_\_\_\_

Signature of direct supervisor: \_\_\_\_\_