



## JOB DESCRIPTION

### Vice President, Commercial Operations - North America, and Chief Marketing Officer

<b>Service</b>	Commercialization
<b>Direct Supervisor</b>	President and Chief Executive Officer
<b>Management Functions</b>	Sales and Reimbursement, Global Marketing and Product Development

#### Position Summary

Reporting to the President and CEO, the ideal candidate is a seasoned pharmaceutical executive with superior business acumen, a thorough knowledge of the commercialization of medicines in the United States and a track record of delivering results with a “dare-to-try” attitude, while being compliant with applicable rules and regulation. The candidate will also have experience in managing and motivating a sales and marketing organization.

The Vice President, Commercial Operations - North America, and Chief Marketing Officer will be responsible for overseeing sales, marketing and reimbursement efforts in North America as well as designing and developing global marketing initiatives in relation to Theratechnologies’ products. The incumbent will also drive the strategy regarding the launch of potential new products in the field of NASH and oncology. The Vice President, Commercial Operations - North America, and Chief Marketing Officer will be responsible for preparing and meeting the yearly sales budget.

Furthermore, the Executive will work closely with our European head to support the implementation of the global marketing strategies. The idea is to foster cooperation and eliminate marketing duplications of program activities. As such, marketing leadership will deploy the strategies from a global to a local level with a light touch at the regional level. The incumbent will also collaborate with Medical Affairs to synergize activities and create value for stakeholders.

Lastly, the incumbent will be required to collaborate and maintain solid relationships with various vendors, in particular contract sales’ organization, and to retain third-party consultants, from time to time, to conduct various market research for Theratechnologies’ current and potential new products (including product pricing strategies).

#### Key Responsibilities

- Develop, implement and execute the commercial/marketing product strategic plan.
- As a member of the executive team, participate in, develop and execute corporate objectives and strategy.
- Keep the CEO and the executive team apprised of developments that may impact functional activities.
- Ensure that Theratechnologies continually identifies changes in the marketing and competitive environment and evaluate and adjust the organization’s marketing plan, as

needed, in North America, Europe and any other countries where products may be commercialized.

- Assist the executive team in identifying potential new niche products to expand Theratechnologies' product portfolio through product acquisitions and in-licensing agreements.
- Ensure the commercial attractiveness of sales and business development strategies while taking into consideration the various initiatives undertaken by the medical affairs team.
- Establish sales objectives and formulate appropriate strategies to support the sales of Theratechnologies' products.
- Design compensation mechanisms for sales representatives to incentivize them to reach sales targets.
- Analyze and evaluate the effectiveness of sales, methods, costs, and results.
- Identify and drive new business opportunities through optimal patient and physician reach.
- Understand the strategies and drivers of the various payer audiences in order to develop and propose an effective value proposition for payers.
- Work diligently with public and private payers to ensure timely reimbursement.
- Minimize patient access hurdles through initiatives such as patient assistance programs, co-pay programs, rebates to public payers, and integrated distribution systems.
- Manage the sales team responsible for promoting Theratechnologies' portfolio, setting and communicating a clear direction to the sales force, and monitoring performance.
- Develop and follow-up on commercial action plans by territory, ensuring the sizing of territories is optimal. Adopt and implement necessary strategies for growing sales.
- As required, partner with suppliers to develop and grow the sales with product ramp up.
- Work with European counterparts to determine strategy, optimal execution and align on pricing strategy.
- Retain and manage key third-party vendors involved in the commercialization and marketing activities of the organization.
- Perform any other duties required by the President and Chief Executive Officer.

### **Qualifications Required**

- Vast experience managing a sales team in the pharmaceutical industry.
- Vast experience in the commercialization of drug products in the United States of America with previous exposure to the European and other foreign markets.
- Strong marketing, financial, business development and technology skills.
- Proven track record of building and leading teams that drive efficient growth.
- Demonstrated experience in managing effective working relationships with CROs and leading successfully and remotely a geographically dispersed sales team.
- Fluently bilingual, English and French (written and spoken) with a third language as an asset.

### **Personal Qualities**

- Ability to set goals and meet deadlines.
- Ability to prioritize.
- Ability to generate ideas and find solutions.
- Ability to work both alone and as a team member.

- Team spirit and tendency to help each other.
  - Versatility and flexibility.
  - Self-effectiveness, ethical awareness, process orientation and service Orientation.
  - Team building and leadership skills.
  - Creativity and problem-solving capabilities.
  - Ability to establish credibility through vision, leadership, technical expertise, and execution.
  - Strategic planning skills and excellent organizational skills.
  - Attention to detail, accuracy, and timelines.
  - Available for business travel.
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