

Commercial Insights & Analytics Business Unit Lead, Specialty

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Commercial Insights & Analytics Business Unit Lead, Specialty

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Categories: Commercial

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Job description

Site Name: USA - Pennsylvania - Philadelphia, USA - North Carolina - Durham

Posted Date: Oct 4 2023

Commercial Insights & Analytics Business Unit Lead, Specialty

Location: Durham, NC or Philadelphia, PA

The role is a unique and high-profile leadership role which requires influencing, communication, and negotiation skills, in addition to a combination of strong technical quantitative and qualitative competencies, and an agile and practical way of working. The skills and competencies key for this role are an integral part of the Commercial business capability in insights-grounded brand leadership. Commercial Insights & Analytics Leads are members of the respective BU leadership teams.

Proactively identify business questions (e.g., market trends, product performance, marketing/campaign development and performance, market access analytics, sales force organization design, call planning) and determine the optimal approach to answer them through data, analytics, market research, etc. Partner with, advise, and advocate for, Specialty BU leadership on the portfolio of Commercial Insights & Analytics responsibilities and defined deliverables, including but not limited to key business questions and insights, market research, commercial data needs, and commercial investment areas including related ROI, pilots and experiments, and campaign / channel analytics and best practices. This role is designed to own the insights & analytics for the specific assets and advocate and substantiate insights approaches, frameworks, and advanced analytic methodologies vis-à-vis BU and marketing leadership, finance, and other business partners. The CI&A BU Lead must understand the brand strategy such that an analytics strategy (analytics deployment plan) can be implemented according to the business planning cycle which also facilitates execution maturity among the CI&A functions.

In this general capacity the Commercial Insights & Analytics Business Unit Lead will own the following responsibilities:

- Forge close and highly effective working relationships with BU and brand leadership and with Commercial Insights & Analytics leadership.
- Provide strategic direction and insights to the organization to ensure goal achievement, ROI, and appropriate investment in people, systems, and process needs. Advise, and review with brand and BU Leadership on the insights plan to drive brand strategy.
- Advocate for customer experience best practices and embed tools and processes such as personas and customer journeys into strategic direction & insights.
- Through business analytics Subject Matter Experts, lead the design and execution of in-depth data analytics projects (data vendor identification, analysis design/ business rules, summary, and presentation of results) to increase overall commercial success.
- Advocate for BU and brand management adherence to standard insights approaches, frameworks, and methodologies.
- Collaborate in the transformation to omnichannel marketing maturity.
- Facilitate forecast assumption generation and alignment between Forecasting and Brand Management.
- Articulate commercial data needs and views on standard integrated reporting platform.
- Oversee Marketing Mix Modeling and Investment ROI analyses via subject matter experts on team.
- Look to innovate through pilots and experiments.
- Supervise staff; including, but not limited to, organize and prioritize work, write/conduct performance reviews, train/develop, and manage work performance.
- Communicate goals clearly to employees to ensure understanding and success in achieving them.
- Motivate and inspire employees to do their best work through coaching.
- Propose and manage funding for Insights & Analytics deliverables.

Why you?

Basic Qualifications:

- Bachelor's Degree.
- 10 years or greater of professional experience, full-time employment, in a life sciences company (or related) or in a management consulting firm, or market research firm combined with knowledge of pharmaceutical industry.
- Most recent professional experience includes 5 years or more of direct line and matrix leadership of teams / agencies / vendors / third parties.

Preferred Qualifications:

- Bachelor's degree in any one of the following: Focus in Business, Math, Life Science, Social Sciences (Economics), or Engineering.
- MBA or advanced degree in one of the disciplines above
- Able to demonstrate business acumen, analytical, quantitative, and qualitative analysis/synthesis skills.
- Demonstrated experience influencing senior commercial leadership.
- Direct line leadership experience must include employee development, coaching, hiring, and performance management.
- Knowledge and experience with GSK U.S. Pharma's therapeutic areas of commercialization.
- Strong communication and presentation skills as evidenced through impactful management presentations, conference presentations, and/or publications.
- Proven and advanced collaboration skills, and cultural sensitivity.

GSK is a global biopharma company with a special purpose – to unite science, technology and talent to get ahead of disease together – so we can positively impact the health of billions of people and deliver stronger, more sustainable shareholder returns – as an organisation where people can thrive. Getting ahead means preventing disease as well as treating it, and we aim to positively impact the health of 2.5 billion people by the end of 2030.

Our success absolutely depends on our people. While getting ahead of disease together is about our ambition for patients and shareholders, it's also about making GSK a place where people can thrive. We want GSK to be a workplace where everyone can feel a sense of belonging and thrive as set out in our Equal and Inclusive Treatment of Employees policy. We're committed to being more proactive at all levels so that our workforce reflects the communities we work and hire in, and our GSK leadership reflects our GSK workforce.

If you require an accommodation or other assistance to apply for a job at GSK, please contact the GSK Service Centre at 1-877-694-7547 (US Toll Free) or +1 801 567 5155 (outside US).

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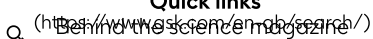
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Modern Slavery Act statement 2022 (PDF - 189.7KB) (<https://www.gsk.com/media/9966/modern-slavery-act-statement-2022.pdf>)

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