Associate Director – Promotion Optimization (professional track)

**Overview:**

The Associate Director will be part of the Investment Analytics Decision Sciences (IADS) group, providing the US Human Health (USHH) Marketing & Sales decision-makers with analytically and data driven recommendations for superior decision making regarding the allocation of promotional resources. The Associate Director will support and have broad analytical responsibilities for two separate categories of decision support.

First, a major component of Merck’s Health Care Consumer strategy is focused on co-pay support programs. Analysis of historical performance, formulation of more optimal deployment scenarios, prediction of likely future performance of these scenarios, design and analysis of in-market pilots for candidate scenarios and recommendations for optimization of this important resource. The Associate Director will lead this practice area, collaborating with colleagues in IADS, the Consumer Marketing Center of Excellence, Strategic Sampling Operations, franchise teams and others to develop best practices and realize more optimal deployment.

Second, the Associate Director will focus on advancing IADS best practices to more fully integrate new considerations/data sources into promotion and direct selling optimization recommendations. For example, the Associate Director will work to evolve existing practices, and to evaluate and implement new practices, in light of increasingly constrained and variable managed care and provider access. In this endeavor, the Associate Director will collaborate with various IADS areas including the Contract Optimization & Engagement Optimization teams.

**Functional Responsibilities:**

* Functions as a Practice Area Leader
* Responsible for prioritizing, planning & executing a related set of projects.
* Responsible for proactively ensuring area priorities are aligned to business needs.
* Accountable for ensuring practice area is leveraging best available data and methods to produce business insights and recommendations.
* Can manage multiple analytical projects simultaneously

**Requirements:**

* The candidate must have a Master’s Degree in Statistics, Data Mining, Mathematics, Operation Research, or another Quantitative Decision field.
* The candidate must have at least 5 to 7 years of experience in developing and applying advanced analytical techniques to solve similar business challenges in the Pharmaceutical industry.
* The candidate must also have demonstrated strong client and project management experience, having to manage multiple analytical projects simultaneously and foster collaboration with colleagues.
* The candidate must have experience leading and managing cross-functional teams and/or outside service providers to successfully deliver on analyses with multiple contributors and stakeholders.
* As a fair portion of the role will require the development of hands on analytics and predictive solutions, working knowledge of SAS, Excel and other analytical tools is also required.
* Superior communication and leadership skills are critical in order to develop, propose and convey technical concepts to business customers and USHH executives. Candidate must have demonstrated skills in developing concise and decision driven presentations that will inform decisions made by Senior Leaders.
* Understanding and experience in using various 3rd party data sources, such as IMS Exponent, DDD, and medical claims data and managed care access data are necessary.
* The candidate must have experience managing/mentoring analytical partners/staff to insure that appropriate analytical practices are employed and clearly articulated deliverables are received.

Preferred:

* Experience with co-pay support program evaluation is strongly preferred.
* Experience with Pharmaceutical industry relevant Marketing Mix Models, Test vs. Control analysis and pilot designs are preferred.
* Use of parametric and non-parametric methods for response estimation strongly preferred. Familiarity with optimization approaches desired.

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