Senior Manager, Customer Engagement & Data Analytics

At Gilead, we are driven to develop lifesaving products that make a difference for patients around the world. Every day, we work to transform the promise of science and technology into breakthrough, innovative therapies that have the power to cure, prevent or treat disease. As a research-based pharmaceutical company, we are revolutionizing healthcare by bringing medicines to patients in the areas of unmet need including HIV, AIDS, liver diseases, Inflammation, hematology and oncology. When you join Gilead, you join our mission to change the world by enabling people to live healthier and more fulfilling lives.

The Position

We are seeking a Sr. Manager of Customer Engagement & Data Analytics for Gilead Sciences Japan, reporting to a Head of Customer Engagement & Data Analytics Dept. in Commercial Operations of Gilead Japan.   The incumbent will work with BU head, Sales Planning and Marketing in each Business Unit and other function key leaders such as IT and each ComOps Dept (SFE, Marketing Ops, Market Insights) to be immersed in strategic and operational elements for Gilead Sciences Japan. Especially under Digital Transformation, the incumbent will be performing as part of DX leading team and driving Data Strategy, BI and Advanced Analytics, Cross Channel/Omni-Channel Analytics.

This position is responsible for business analysis to successfully execute omni-channel data strategy by cross functional interactive discussion and collaboration. In the organization, we expect the incumbent is hands-on field player with agile in action with appropriate professional skills/techniques and deep business understanding for execution. And as the data manager, we also expect she/he is eager to understand pharma commercial business and its related data, as well as the data privacy/compliance.

Job Requirements

- Provides thought of DX leadership to the organization through the proper application of analytical techniques.
- Directs or provides reliable and accurate analysis and reports to internal stakeholders, such as Sales and Marketing team, to influence decision-making on key strategies.
- Support BU MKT and Sales to generate the insight from the data by providing the business narrative from the data driven situation analysis and facilitate the discussion with them.

- Manages and streamline digital channel data flow collaboratively with IT team as the business owner.
- Analyzes omni-channel data based on the understanding of marketing strategy and marketing campaign of each brand team and pick up actionable customer insights to share with and suggest to marketing teams.
- Constructs analytical models that simplify controls or analysis while maintaining the integrity of the underlying data and analytical structures.
- Develops and maintain operation processes for the CE&DA team, gaining strategic alignment

- with each BU.
- Collaborates with IT team to define requirement for data lake.
- Building data analytics organizational capabilities to accomplish responsibilities of the team.
- Work with Global team for Initiatives (e.g. Data lake, Dashboard, Suggestion engine, etc). Perform as the representative leader from Japan Commercial Business.
- Work with partner vendor companies (Consulting farm or Technology company) and appropriately manage the collaboration in order to make sure the performance maximization as the project team.

Knowledge and Skills

- Able to identify potential issues and consider optimal solution from a broad perspective.
- Demonstrates cross-functional communication and build up cross-functional project team.
- Capable of delivering recommendations to effectively support and influences decision-making.
- Capable of building analytical models that evaluate business situations and presenting them.

- Proficient skill of data analytics with internal and external multiple data by using tool such as Tableau, Alteryx, SAS, R, Python
- Proficient knowledge of business software systems (e.g., MS Teams, One/Drive, Word, Excel, Access, PowerPoint, etc.) is required.

- Solid understanding of the multiple channel data management (e.g. digital channel). Secondary data, internal activity data, 3rd party data need to be appropriately managed.
- Understand business compliance in Pharma and Data privacy.

- Able to effectively manage multiple projects and priorities including timelines and budgets.
- Vendor management skill (Contract management, Cost/Time/Quality management)

- Continue to learn the best practice in CX, DX in Pharma industry, BI and Advanced Analytics from global news and be able to share the latest trend with colleagues.

Typical Education & Experience

- 5+ years of experience in Pharmaceutical industry or related consultation company are preferable.
- 2+ years of relevant experience in data analytics, data visualization.
- Language level
    - Japanese : Native
    - English : Business (e.g. for the project lead with Global project team)