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Job Description

Please fill in this form and save it as described in SOP 000151.

Background information	
Name of employee: <i>(John Doe)</i>	LEO-id:
Revised: <i>(date and version)</i>	August 2018, v.4
Title: <i>(E.g. Specialist, coordinator, project manager, Head of Department etc.)</i>	Business Insights Partner Bio Dermatology UK/IE
Department name: <i>(e.g. Patient Solutions Thrombosis)</i>	Commercial Excellence
Org. Unit ID (optional): <i>(e.g. 30030281)</i>	30006613
Location: <i>(Country/State/Province/Region or City)</i>	Office Based Horizon, Honey Lane, Hurley, SL6 6RJ, UK
Job type: <i>(e.g. Business Administration & Support, see Pulse for more info, here)</i>	Business Insights Partner
Job Level: <i>(e.g. P3, see Pulse for more info, here)</i>	P4
Immediate manager title: <i>(Reports to e.g. Vice President Sourcing)</i>	Business Insights Manager Cluster Europe North AU/NZ
Business responsibility (if applicable)	
No. of direct reports:	No
Financial magnitude: <i>(Budget owner, P/L, Sales and/or Cost)</i>	No
Authority: <i>(Areas where the position holder is accountable)</i>	Business Insights UK/IE
Objectives and tasks	
Overall objective: <i>(Short description of the overall objective of the position - the purpose of the role)</i>	<p>Reporting to the Business Insights Manager, the Business Insights partner has responsibility and accountability to work with the Bio Dermatology business to identify the needs and challenges, deliver robust analytics, actionable insights and recommendations that informs some of the teams most critical business questions and decisions.</p> <p>The scope of role includes all analytical activities at national and subnational sales performance reporting, sales force effectiveness, primary market research multichannel analytics, forecasting, scenario planning and KPI tracking</p> <p>This role is about business partnering, its dynamic, fast-paced and working pro-actively to understand the business requirements. Working in close collaboration with the business management and cross functional teams to provide insights and clarity to inform and influence commercial direction</p>



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<p>Role and responsibilities: (Short description of the tasks and responsibilities which are key to the role. List in prioritised order)</p>	<p>Role and Responsibilities</p> <p>Working in a business partner role with the key teams e.g. line of business, finance, commercial excellence and others to proactively provide analytical expertise and therapy area insights to identify business critical issues and challenges.</p> <p>To deliver clear business insights, reporting and analysis of data at the right frequency for business decisions, business review meetings (BRM) and business planning</p> <p>Ensure accurate and timely reporting, monitoring and analysis of all national and sub national sales data, and sales team performance data (inputs and outputs) in line with key performance indicators.</p> <p>Drive Sales Force Effectiveness analytics and reporting e.g. activity, bonus schemes, efficient territory deployment to support achievement of brand strategy</p> <p>Work with the finance and business management teams to ensure sales forecasting and budgeting accuracy is delivered in line with financial calendars and timelines</p> <p>Working as a super user of the BI system to support other users within the business. Management and governance of the data cube and dashboards to include Identification and prioritization of change requests to the BI system</p> <p>Lead on MCM KPIs analytics and monitoring to support the achievement of specific MCM objectives and insights</p> <p>Development and delivery of strategic recommendations on brand strategy and business intelligence plans</p> <p>Review and prepare competitive / market intelligence and analytics to support business area</p> <p>Lead on primary market research projects ensuring adherence to timeline</p> <p>Personal Development</p> <p>Ensure personal development is maintained by on the job training and relevant internal / external courses or qualifications as determined between yourself and your manager.</p> <p>Clear understanding of influencing factors related to the business to include external environmental factors, competitor's initiatives, industry trends and background knowledge in the operating environment.</p>
<p>Key working relationships: (Interface and cooperation with e.g. internal functions or external partners)</p>	<p>Commercial Excellence Team Cluster North AU/NZ</p> <p>Business Intelligence Team in UK/IE</p> <p>Business Unit Directors, Patient Solutions Managers, National Sales Manager and Regional Business Managers in UK/IE</p> <p>Cross functional team working in UK/IE</p> <p>Collaboration with colleagues in Cluster North AU/NZ</p> <p>Strong working relationships within Commercial Excellence team</p> <p>External facing data suppliers, and market research agencies</p>
<p>Job specific competencies</p>	
<p>Requirements to e.g.:</p> <ul style="list-style-type: none"> • professional competencies (education, training, experiences) • business insights (knowledge of the business and industry) • behavioural competencies (demonstrated behaviours - see Pulse for more info, here) 	<p>Professional Competencies</p> <ul style="list-style-type: none"> • 3rd Level business/science degree, or relevant Business Insights qualification and or experience. • Desirable to have a minimum 1- 2 years' experience or equivalent in the pharmaceutical industry or agency in a business insights partnering role inclusive of national and subnational sales performance reporting, sales force



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	<p>effectiveness, primary market research, multichannel analytics, forecasting, scenario planning and KPI tracking</p> <ul style="list-style-type: none"> • Have a strong data intuition and be a data-driven problem solver with the ability to decipher product specific trends in the market and communicate these to the relevant stakeholders • Have a high level of computer literacy with in-depth knowledge and efficiency in MS packages to include excel and program skills in statistical programming languages e.g. SQL, Python • Experience of interpreting complex data, providing visualization of the data and communicate this into Management Dashboards in e.g. Power BI • Experience in designing or working with dashboard visualization • High business acumen with ability to manage multiple projects with precision and accuracy in a very fast-paced environment. • Skills, in project execution essential. • Strong Relationship Management with business stakeholders <p>Business insights</p> <ul style="list-style-type: none"> • Expertise of Business Insights partnering to deliver business intelligent on in marketing national and subnational data, Sales Force effectiveness, Forecasting, Multichannel KPI measuring, and Data analytics • Experience of working with automated BI / data management systems e.g. Power BI • Expertise of Sales Force Effectiveness monitoring and evaluation of KPIs • Experience in managing primary market research to support local adaptation of global project and drive local business needs • Understanding and knowledge of therapeutic areas optional. • Knowledge of ABPI and IPHA Codes. <p>Behavioural competencies</p> <ul style="list-style-type: none"> • Action Oriented. • Business Insights. • Collaborates. • Communicates Effectively. • Customer Focus. • Drives Results. • Plans and Aligns.
<p>Job description hereby understood and agreed:</p> <p>Date:</p> <p>_____</p> <p>Employee's signature</p>	<p>The correctness of the job description is hereby confirmed:</p> <p>Date:</p> <p>_____</p> <p>Manager's signature</p>



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Acknowledgement

LEO Pharma reserves the right to make modifications to this job description as deemed necessary by changing position and business requirements.

The job description is a requirement under LEO Pharma's Quality Management System. It does not form part of the employment agreement between the employee and LEO Pharma and cannot be relied on in this respect.