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Job Description

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

Background information	
Name of employee: (John Doe)	LEO-id:
Revised: (date and version)	
Title: (E.g. Specialist, coordinator, project manager, Head of Department etc.)	Business Unit Director, Bio-Dermatology, Cluster Europe North+ ANZ
Department name: (e.g. Patient Solutions Thrombosis)	Bio-Dermatology
Org. Unit ID (optional): (e.g. 30030281)	
Location: (Country/State/Province/Region or City)	Hurley, UK
Job type: (e.g. Business Administration & Support, see Pulse for more info, here)	Sales and Marketing
Job Level: (e.g. P3, see Pulse for more info, here)	M5
Immediate manager title: (Reports to e.g. Vice President Sourcing)	VP, Cluster Europe North+ANZ
Business responsibility (if applicable)	
No. of direct reports:	5
Financial magnitude: (Budget owner, P/L, Sales and/or Cost)	Full P&L responsibility for Bio-Derm business unit
Authority: (Areas where the position holder is accountable)	Accountable for the Bio-Dermatology Division P&L for UKIE Member of UK/IE Operational Leadership Team & Cluster North ANZ Leadership Team Member of Bio-dermatology European Steering Team together with line management of Delivery / Development team members
Objectives and tasks	
Overall objective: (Short description of the overall objective of the position - the purpose of the role)	To direct the sales and marketing strategy and delivery for the Bio-Dermatology Business Unit in order to achieve short and long term objectives in UK and Ireland. To deliver the Diamond model of working with associated UKIE, Cluster and Regional accountabilities.



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<p>Role and responsibilities: <i>(Short description of the tasks and responsibilities which are key to the role. List in prioritised order)</i></p>	<ol style="list-style-type: none"> 1. Strategy – Sales/Marketing/ Field Access Team Develop and deliver the annual Bio-Dermatology Cluster Business Plan plan to a high standard. Develop the local UK/IE strategy through extensive internal and external insights. Feed into Cluster, Region and Global strategy for Bio-Dermatology brands. Plan strategic resources/capabilities required and ensure successful implementation. 2. Delivery – Sales/Marketing/ Field Access Team In conjunction with the UKIE Bio-Dermatology Leadership Team, and the wider cross functional team, plan and implement tactics in order to achieve targets. This will include market research, product launches if applicable, promotional campaigns, exhibitions, public relations. 3. Financial Planning and Control Negotiation and agreement of budgets Control of expenditure against those budgets Effective forecasting Performance reporting – actual vs budget Justification of proposals for capital and project expenditure Monitoring and approving business/personal expenses 4. Relationship Management Build lasting relationships with customers, key opinion leaders and those people who will have an influence on the business. Close collaboration with the Leadership team in UK/IE to develop a robust Dermatology Strategy. Close collaboration with the Cluster leadership team and in particular Head of Bio-dermatology/ GMs of Nordics & ANZ. Maintain good working relationships with departments and personnel at Global Headquarters and Regional teams with whom you work closely. Maintain good working relationships with colleagues, including your peer group, senior and junior colleagues both HO and field based across UK and Ireland. 5. People Continuous development of the Bio-Dermatology Organisational strategy in collaboration with the People and Organisation Department. In conjunction with the People and Organisation Department: Recruitment of suitable people into the positions within the OD plan. Development, training and appraisal of those people as necessary. Set up communication channels, both within HO and field force. 6. Self-development Keep abreast of all factors which are likely to affect your segment of the business, including external competition/government initiatives/industry initiatives and background operating environment. Develop the ability to think and plan strategically, creating new options and strategies for future growth of the business. Enhance and develop people management skills, including coaching and mentoring skills.
<p>Key working relationships:</p>	<p>Internal Close dotted line relationship with Medical Adviser Bio-dermatology All UK and Irish employees</p>



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<p><i>(Interface and cooperation with e.g. internal functions or external partners)</i></p>	<p>Nordic and ANZ GMs and Heads of Bio-Dermatology Global Functions (i.e. Global Patient Solutions, Global Patient engagement, Global Asset managers etc.) Intra-cluster cross-functional colleagues Regional Medical and Marketing teams</p> <p>External Dermatology KOLs and customers Patient and Professional Associations (i.e. BAD) Relevant agencies, for example creative, technical, logistical, recruitment</p>
<p>Job specific competencies</p>	
<p>Requirements to e.g.:</p> <ul style="list-style-type: none"> • <i>professional</i> competencies (education, training, experiences) • <i>business insights</i> (knowledge of the business and industry) • <i>behavioural</i> competencies (demonstrated behaviours - see <i>Pulse for more info, here</i>) 	<p>Degree or equivalent level of education Preferably a post-graduate business qualification or significant proven ability in managing a business functions at a senior level. Proven success at Business Unit Director level in Pharma. Demonstrable competence in sales management including proven ability to deliver sales through others. Market knowledge - Has a broad understanding of Biologic / Specialised Medicines market dynamics. . Able to contribute to the direction of new products and to the exploitation of technology in terms of product and services in the Biologic/Specialised medicines area. Budget & cost control - Is proficient in forecasting and monitoring techniques and has an understanding of budgets in the context of business strategy and targets. Is able to consider the consequences of deviating from the plan and can coach managers in producing and using plans and budgets. Strategy Development - Proficient in developing, communicating and deploying regional strategies and ensuring the effective implementation across markets</p>
<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>

<p>Acknowledgement</p>
<p>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.</p>