

Sales Force Effectiveness and Business Insights Partner

Location: Hurley, UK

Posted Date: 24th November 2021

● Dermatology
beyond the skin

Are you interested in working at LEO Pharma in the UK?

At LEO Pharma, we are pioneering together.

We help people with skin diseases live fulfilling lives by advancing dermatology beyond the skin.

We drive dermatology with our knowledge, collaboration and curiosity. We are at the forefront of science in developing new medicines for dermatology. Each one of us at LEO Pharma can make a real impact in our everyday work. We encourage each other to explore new ways of doing things. We are empowered to be bold and take initiative to bring our ideas to life – and we have the space to develop, grow and gain a real breadth of experience. We are a company built on mutual respect and a shared sense of purpose, driven by our caring culture and a deep-rooted commitment to helping others. As a purpose-driven company, we put patients first and invest in tomorrow's solutions to change lives for generations to come. This is what makes us different!

For us, pioneering together is about constantly improving and extending what's possible for each other, our company, and our patients.

Job purpose: To enable the UK and Ireland Organization to identify the needs and challenges, deliver robust analytics, actionable insights and recommendations that informs the teams most critical business questions and decisions relating to customer engagement planning and execution. The role includes all analytical activities at national level including sales performance reporting, primary market research, forecasting, scenario planning and KPI tracking

Job Responsibilities:

- Working in a partner role with key teams to proactively provide analytical expertise to and therapy area insights to identify business critical issues and challenges.
- Working with the finance and business management teams to ensure sales forecasting is delivered in line with financial calendars and timelines. Includes patient model development and short and long range in-market planning forecasts
- Ensure comprehensive support for sales force structure and size, HCO and HCP segmentation and targeting including key account definition and identification, customer segmentation, contact planning, CRM integration, Omnichannel planning and digital expansion

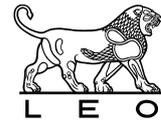
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- Lead on Omnichannel KPIs and analytics and monitoring to support the achievement of specific Omnichannel customer engagement objectives
- Ensure accurate and timely reporting, monitoring and analysis of all relevant national and sub national sales data, and sales team performance data (inputs and outputs) in line with key performance indicators.
- Ensure excellent market understanding through primary & secondary market research, opportunity identification, HCP decision making & mindset
- Support the delivery of an effective and impactful sales force incentive process including involvement in Incentive scheme design, Sales target setting, calculation and payment.
- Design and embed user focused analytical tools to support effective commercial decision making and work as a super user of BI systems to support other users within the business.

Professional Competencies:

- Business/science degree, or relevant Business Insights qualifications
- Experience in the pharmaceutical industry or agency in an SFE partnering role inclusive of subnational sales performance reporting, sales force effectiveness, multichannel analytics and KPI tracking
- Have a strong data intuition and be a data-driven problem solver with the ability to decipher trends in data and communicate these to the relevant stakeholders
- Have a high level of computer literacy with in-depth knowledge and proficiency in MS packages to include advanced Excel.
- Experience of interpreting complex data, providing visualization of data and communicate these into Management Dashboards
- Experience in designing and working with dashboard visualization and automated BI / data management systems (e.g. Power BI, Tableau)
- High business acumen with ability to manage multiple projects with precision and accuracy in a very fast-paced environment.
- Strong Relationship Management with business stakeholders