

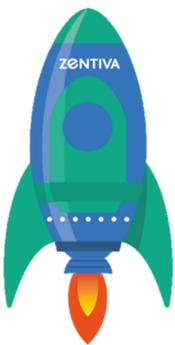
PRODUCT MANAGER Generics ZENTIVA ROMANIA

Dear Colleagues,

Please, be informed that we launched an internal & external recruitment & selection process for the position of **Product Manager ZENTIVA**, reporting full line to **Cosmina COZMA, Head of Marketing Zentiva Romania**.

Key Accountabilities:

- Development, implementation and control of marketing plans/long range plans for the concerned products, aimed at maximizing market share and achieving sales objectives;
- Define and follow-up the implementation of strategy and tactics for the concerned products;
- Focus on the success of the concerned products through effective resource-allocation, maximizing product life-cycles, knowing how to identify and prioritize resource needs and shift resources if necessary in line with the defined business strategy and plans;
- Ensure marketing support within the organization and collaborate/communicate effectively with sales team and other concerned departments (Medical, Finance, Supply Chain, Commercial, Regulatory, Business Support);
- Closely collaborate with the Medical, Sales, Commercial and Finance departments, on all related products management issues;
- Ensure professional marketing training support for the medical representatives, on concerned products;
- Acts as the product champion to motivate the sales force;
- Organize local marketing events for the concerned products, building and maintaining relations with key opinion-leaders at the country level;
- Make sure to get external endorsement of the concerned products;
- Ensure correct demand forecasting of the concerned products;
- Follow appropriate market research activities to ensure efficient operations and appropriate control;
- Plan local marketing investment, including multichannel marketing initiatives, according to product priorities, ensuring cost-efficiency within the agreed budget;
- Ensure adequate information and customer support for health care professionals in daily usage of our products and provide product's expertise within the organization



Candidate and Position Requirements:

- Stable location in Bucharest
- Minimum 2 years pharma marketing experience or at least minimum 4 years



- pharma experience with marketing background
- Strong interpersonal, negotiation, presentation and communication skills
 - Customer and goal orientation
 - Growth Support
 - Innovation and Change Encouragement
 - Network Building
 - Presentation skills, influence/negotiation skills, KOL development, strategic thinking, decision-making, time-management
 - Demonstrates capacity to learn and understand medical, regulatory, financial, legal issues and their impact on the daily business
 - Demonstrates willingness and capability to cooperate well with colleagues in Sales, Trade, Medical, Regulatory and other relevant departments
 - Integrity, tenacity and adaptability in complex situations and an often changing environment; able to handle pressure and commit to and respect deadlines
 - Ability to constantly self-challenge and challenge others in a constructive way
 - Quick to analyze and take action
 - Excellent communication skills and demonstrates intercultural adaptability and sensitivity
 - Loyalty and confidentiality.
 - Availability to work extra hours and to travel (in and out land), punctuality
 - Capacity to perform highly both individually and within a team
 - IT literacy (MS Powerpoint, MS Excel, MS Word, experience with project management applications a plus)
 - Demonstrates excellent English language skills
 - Driving licence B

WE WANT YOU for **ZENTIVA**
If you are...

- ✓ Entrepreneurial / Hands-on
- ✓ Agile / Efficient & results-focused
- ✓ Ambitious and objective-driven
- ✓ Recognized team player
- ✓ Looking for rapid decision-making process
- ✓ Seeking awesome career opportunities
- ✓ Skilled in any Generics-related domain
- ✓ Have an appetite, or are already well-versed in, healthcare business

