

Associate Director CBI Competitive Intelligence

YOUR TASKS AND RESPONSIBILITIES

The primary responsibilities of this role, Associate Director CBI Competitive Intelligence, are to:

- Align with brand teams, therapy-area (TA) management and other internal partners to continually understand CI needs;
- Develop key intelligence topics/questions (KITs/KIQs) and integrate CI plans and initiatives to effectively address those needs;
- Attend and actively participate in brand-team, TA, functional and other applicable meetings;
- Participate in functional workstreams;
- Develop/demonstrate an understanding of applicable disease areas;
- Develop/demonstrate a fluent understanding of the competitive landscape/threats/opportunities;
- Develop and present quarterly competitor-insights analyses;
- Support development of brand, TA and other company plans;
- Support business-development initiatives;
- Manage development and execution of competitive scenario/ strategy workshops to support brands/TA;
- Manage medical-congress CI initiatives;
- Manage and optimize brand CI Portals;
- Identify/select/manage CI vendors;
- Follow, strictly, all applicable laws and company compliance codes, and complete all required company compliance training.

WHO YOU ARE

Your success will be driven by your demonstration of our LIFE values. More specifically related to this position, Bayer seeks an incumbent who possesses the following:

Required Qualifications:

- Bachelor's Degree with at least eight years of pharmaceutical-industry experience;

- Demonstrate an understanding of key secondary- and primary intelligence information sources;
- Demonstrate an ability to synthesize, analyze, interpret, generate insights from, and understand implications of information from secondary- and primary-intelligence sources;
- Demonstrate effective verbal- and written- communication skills;
- Demonstrate an ability to work effectively with functional, brand, TA and other colleagues/teams;
- Demonstrate an ability to present effectively to internal partners;
- Be flexible and willing to 'think out of the box'.

Preferred Qualifications:

- Advanced degree/s in business and/or life sciences with at least six years of experience;
- At least three years of pharmaceutical CI, market research or other-applicable discipline experience;
- Oncology experience.

Candidates can apply to the job using this link:

<https://career5.successfactors.eu/sfcareer/jobreqcareer?jobId=250925&company=C0003153479P>

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