

Nordic Launch Lead Based in Sweden

On behalf of our client we are recruiting a Nordic Launch Lead preferably based in Sweden. The company has a very attractive product portfolio and one of the best pipelines in the pharmaceutical industry in immunology, oncology, hematology and CNS. The launch lead will be responsible for a Rx drug that is regarded to have a very large potential and to become one of the top 3 selling products in the company.

Job description

To prepare for successful market access and commercialization of one of the company's most important Rx drugs. You will lead a cross functional team in order to secure a successful launch in the Nordic countries.

Major working responsibilities

- Overall responsibility for the early launch preparations of the product. Build a robust launch readiness plan.
- Lead cross functional team and organize work across functions and build a communication strategy and tactical communication plan.
- Interact with external stakeholders to get crucial insights from the market in order to form the strategy as well as increase health care system organisational readiness for the product.
- Establish internal network with corporate functions and be the contact person for the product in the Nordics.
- Convey the European brand vision at local level in order to shape a local brand value plan aligned to the European brand value plan and strategic planning process, including local budget allocation and resourcing model management.

Experience needed

- Master's degree in Business/Marketing or Medical Science.
- Launch experience from the pharma industry in the Nordic markets is a clear advantage
- Good understanding of health care organisation and pharmaceutical access conditions in Nordic markets.
- Strong strategic thinking, entrepreneurial mindset and creative thinking.
- Ability to work and take leadership in cross-functional teams and lead without direct leadership.
- You have great project management skills, good at building internal and external networks.
- You are an excellent communicator and have good presenting skills
- You are native in at least one Nordic language and proficiency in oral and written English.

Please apply through www.haegerpartner.se

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