

OM 223-14477

Manager, Global Analytics-Westfield, NJ

This position is responsible for providing analytical support to Specialty Marketing Teams for the launch of global specialty products.

Major Activities and Responsibilities:

- Serve as Analytics liaison to specialty product marketing teams for needed analytic support
- Provide analysis and interpretation of secondary research data to identify business opportunities and threats for branded products.
- Analyses include descriptive product analyses (trending, product performance and ad-hoc), benchmarking, behavioral segmentation, analysis of promotional impact, etc.
- Work with management to produce reports and analyses aimed at understanding both the quantitative and qualitative market dynamics that influence franchise performance
- Work with secondary data sources to understand opportunities and threats for branded in-line products.
- Tasks include management, summary and analysis of electronic secondary data for global specialty products in support of US and Global marketing brand teams.
- Must be able to work with raw data to translate business needs into actionable analysis.

Skills:

- MS in quantitative discipline, particularly with Biological background
- Minimum 4 years pharmaceutical industry experience, particularly in Marketing Analytics or Management Sciences
- Proficiency in Pharmaceutical National and Sub-national data including Global and US Market Research Audits
- Strong oral and written communication skills. Must be able to present analytical results with clarity to a non-technical audience.
- Strong technical data analysis ability, including mastery of modern statistical packages (particularly SAS and Excel)

Salary: \$100-110k plus bonus

Refer to Job# 14477-Sconsig and email MS Word attached resume to Orly Miller, orly@analyticrecruiting.com or register online at www.analyticrecruiting.com choosing Orly Miller as your recruiter contact.