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## Job Description

Please fill in this form and save it as described in SOP 000151.

Background information	
<b>Name of employee:</b> <i>(John Doe)</i>	LEO-id:
<b>Revision Date:</b> <i>(dd-mmm-yyyy)</i>	31-Aug-17
<b>Title:</b> <i>(E.g. Specialist, coordinator, project manager, Head of Department etc.) (Outline internal vs. external, if applicable)</i>	Account Manager - Thrombosis
<b>Department name:</b> <i>(e.g. Patient Solutions Thrombosis)</i>	Thrombosis
<b>Org. Unit ID (optional):</b> <i>(e.g. 30030281 or N/A)</i>	N/A
<b>Location:</b> <i>(Country/State/Province/Region or City, as applicable)</i>	Canada
<b>Job type:</b> <i>(e.g. Business Administration &amp; Support, see Pulse for more info, <a href="#">here</a>)</i>	Sales and Account Management
<b>Job Band &amp; Job Level:</b> <i>(e.g. P3, see Pulse for more info, <a href="#">here</a>)</i>	P3
<b>Immediate manager title:</b> <i>(Reports to e.g. Vice President Sourcing)</i>	Regional Business Development Manager
Business responsibility (if applicable)	
<b>No. of direct reports:</b>	0
<b>No. of reports in total:</b>	0
<b>Financial magnitude:</b> <i>(Budget owner, P/L, Sales and/or Cost)</i>	<ul style="list-style-type: none"> <li>Responsible for adherence to LEO Company Guidelines and Policies related to all business related expenditures and expenses derived at Territory level.</li> <li>Manage personal expenditures according to set policies and direction from</li> <li>Regional Business Development Manager who manages team budget + P&amp;L</li> </ul>
<b>Authority:</b> <i>(Areas where the position holder is accountable)</i>	N/A
Objectives and tasks	
<b>Overall objective:</b> <i>(Short description of the overall objective of the position - the purpose of the role)</i>	This position is responsible for developing relationships and business with key Hospitals, Buying Groups and Health Authorities, and is to be recognized as a trusted advisor by Health Care decision makers within Canadian Healthcare Organizations. This role will make a significant contribution to the success of the Patient Solutions Thrombosis Division by leveraging all LEO resources to maximize sales at target Hospitals. He / She will be the lead negotiator in winning Institutional contracts and in developing the Institutional plan of action



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**Responsibilities:**

*(Short description of the tasks and responsibilities which are key to the role. List in prioritised order)*

Account Manager's role will focus specifically on building and developing relationships with Hospital Administrators, HCP & Pharmacy Directors within three key areas:

- **Customer Value Creation:** Uncover key value drivers within Canadian HC Organizations AND pursue mutually beneficial initiatives to attain a strong and sustainable competitive advantage within LMWH drug class
- **Key Account Planning:** Collaborate with Internal and External stakeholders to develop a cross-functional customer focused account plan. Identify specific tactics with agreed upon timelines and ambitious goals
- **Account Implementation:** Maintain, protect and gain innohep® formulary listings with goal of developing retail sales by leveraging account-wide value adds and being involved with negotiations of hospital and GPO buying group contracts as part of the XF team. Make strategic decisions to maximize LEO Pharma's profitability within range set by LEO HO
- Identify business opportunities and develop relevant strategies for Region
- Participate in building, delivering against dynamic Territory Strategic Plan
- Readily apply thorough knowledge of the thromboembolism disease state in-depth understanding of innohep® clinical data. Consistently update
- Understand in detail HC Organization's Strategic Plan for the year plus longer-term account goals and participate in the RFP process with the XF team to establish long-term partnerships with the HC Organizations. Build deep understanding of the competitive environment, industry trends and the evolution of the healthcare system AND the impact of these factors on the customer. Decipher the extrinsic and intrinsic motivators of key decision makers and circles of influence
- Create differentiated offerings that advance Patient Care and substantively advance Institutional goals. Strategically use existing value added offerings and drive the development of innovative forms of customer value
- Work effectively across the entire HC Organization. Leverage all available Internal and External resources, including business intelligence, finance, market access, marketing and medical. Attract additional resources by forging new Internal and External collaborations ie Patient Advocates

**Administration**

- Ensure timely completion and accuracy of all administrative responsibility including: expenses, correspondence, profiling + other duties as required
- Strive to consistently uphold LEO Pharma's core mission, vision, values

**Pharmacovigilance & Compliance with Adverse Events**

- Recognise that PV cases may come to your knowledge in this role and fulfil the responsibility to forward any adverse event and patient safety cases to the local Pharmacovigilance department in accordance with company policies. Company + Innovative Medicines Canada compliant

**Product and Therapeutic Knowledge**

- Obtain and maintain comprehensive product, therapeutic market and competitive knowledge which is freely shared with HO and XF Teams
- Proactively provide market intelligence to the HO & Marketing Teams

**Sales and Expenses**

- Achieve sales objectives for marketed product(s)
- Achieve positive growth in YTD market share %/\$
- Achieve specific objectives for pre-marketed products and indication(s)
- Develop, maintain and work within expense budgets related to Territory activities (conference, educational, pre-marketing, promotional & travel)



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	<p><b><u>Selling/Communication Skills</u></b></p> <ul style="list-style-type: none"> <li>• Appropriately utilize selling materials in a manner suggested by Marketing</li> <li>• Effectively and consistently utilize selling and communication skills to gain commitment from customers (internal and external) on innohep®</li> <li>• Develop advocates in the medical community who are able and willing to positively discuss the activities in Thrombosis and issues related to the adoption, reimbursement and growth of LEO products with colleagues</li> <li>• Bring customer issues to the attention of relevant internal business partners and, where appropriate, take the lead in resolving these issues</li> </ul> <p><b><u>Territory Business Planning</u></b></p> <ul style="list-style-type: none"> <li>• Create and implement Territory level Business Plan + Customer profiling</li> <li>• Plan and execute Territory level CMEs, OLAs and Educational Initiatives</li> <li>• Contribute to the strategic and tactical planning processes by interpreting market trends, reflecting customer issues recommending strategy, tactics</li> <li>• Identify and follow-up on specific actions relating to evolving the Business</li> </ul> <p><b><u>General</u></b></p> <ul style="list-style-type: none"> <li>• Ensure compliance with appropriate SOP's, policies and guidelines.</li> <li>• Complete mandatory training in assigned timelines upon hire as well as when new policies, SOP's, guidances are issued.</li> <li>• Participate in personal development and training sessions as required for the position.</li> <li>• Work in a safe manner that does not endanger yourself or co-workers. Report any health or safety concerns (internal and external) in compliance with LEO policy and standard procedures.</li> <li>• Strive to consistently uphold LEO Pharma's core values.</li> </ul> <p>Execute other duties as may be required by Executive team members and other members of LEO Pharma's Management team as training and experience allow.</p>
<p><b>Key working relationships:</b> <i>(Interface and cooperation with e.g. internal functions or external partners)</i></p>	<p>External: HCPs, KOLs, Patient Groups and Professional Organizations Internal: Commercial, Medical, Marketing &amp; HO Cross Functional Team</p>
<p><b>Job specific competencies</b></p>	
<p>Requirements to e.g.:</p> <ul style="list-style-type: none"> <li>• <i>professional</i> competencies (education, training, experiences)</li> <li>• <i>business insights</i> (knowledge of the business and industry)</li> <li>• <i>behavioural</i> competencies (demonstrated behaviours - see <a href="#">Pulse for more info, here</a>)</li> </ul>	<ul style="list-style-type: none"> <li>• University Degree with proven ability and motivation to learn AND relay medical and business related information pertaining to CA disease state</li> <li>• 7+ years of experience in pharmaceutical sales working with Key Institutions together with proven success at the Administrative and C-Suite level</li> <li>• High level of negotiation skills + extensive record of negotiation success</li> <li>• Business acumen with demonstrated ability to make strategic decisions</li> <li>• Crafts rigorous and innovative strategic plans, and implements plans efficiently and effectively over a longer term time period estimated 2-3 years</li> <li>• Works collaboratively and productively within a team of highly skilled Key Account Managers led by Regional Business Development Manager and supported by Patient Solution Thrombosis HO + Cross-Functional Teams</li> <li>• Experienced in C-Suite interactions; gaining credibility and trust quickly -with high level Hospital Executives and other external Decision Makers</li> <li>• Ability to form relationships quickly with demonstrable persuasive ability</li> <li>• Highly effective communicator both orally and in writing presenting ideas live through one to one during presentations and remotely via Lync/Skype</li> <li>• Highly organized with a great degree of attention to detail, driven, focused</li> <li>• Strong Team Player who knows how to collaborate with and engage many stakeholders across complex, large &amp; multi-level Healthcare organizations</li> </ul>



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	<ul style="list-style-type: none"> <li>• Natural, superior relationship building skills</li> <li>• Solid negotiation and decision making skills</li> <li>• Solid analytical, numerical &amp; technical ability</li> <li>• Results-oriented attitude = Drive to Succeed</li> <li>• Experience working with MS office Windows environment</li> <li>• Must have a valid driver's license AND be willing to travel</li> </ul> <p><b><u>Behavioural Competencies</u></b></p> <ul style="list-style-type: none"> <li>• Stakeholder Focus</li> <li>• Drive for Results</li> <li>• Priority Setting</li> <li>• Integrity and Trust</li> <li>• Demonstrating Courage</li> <li>• Learning on the Fly</li> <li>• Dealing with Ambiguity</li> <li>• Innovation Management</li> <li>• Communication Skills</li> <li>• Business Acumen</li> <li>• Decision Quality</li> <li>• Strategic Agility</li> </ul>
<b>Working Conditions:</b>	<ul style="list-style-type: none"> <li>• This role require significant time spent travelling &amp; varied work hours</li> <li>• In this role there may be extended periods of time standing, walking, sitting based on daily requirements to meet customer schedules and during medical conferences, meetings, hospitals, clinical, pharmacies</li> <li>• Some physical strength may be required in order to carry sample products/displays, promotional and/or other product related materials</li> </ul> <p>The job requires moderate amounts of time on electronic devices and tools such as iPad, cell phone, computer, which requires aptitude and manual dexterity. Willingness to meet HCP availability requirements in Hospital or during Medical Conferences. Travel estimated to be minimum 30% of time.</p>
<b>Job description hereby understood and agreed:</b>	<b>The correctness of the job description is hereby confirmed :</b>
_____	_____
Employee's signature	Manager's signature
<b>Date:</b>	<b>Date:</b>
<b>Acknowledgement</b>	
<p>LEO Pharma reserves the right to make modifications to this job description as deemed necessary by changing position and business requirements. The job description documents the general nature and level of work but is not intended to be a comprehensive list of activities, duties and responsibilities required of job incumbents. Therefore, job incumbents are expected to perform all other duties as assigned or required, as training and experience allow.</p> <p>The job description is a requirement under LEO Pharma's Quality Management System. It does not form part of the employment agreement between the employee and LEO Pharma and cannot be relied on in this respect.</p>	