



EXTERNAL BRIEF

Nordic Product Launch Lead



THE COMPANY

“ALL THE BEST”

STADA is a leading manufacturer of high-quality pharmaceuticals. With a long-standing heritage rooted in pharmacies, they have been perceived as a reliable and trustworthy partner for more than 120 years. With their products they help people protect and regain a dignified and able life and they ensure that everyday health remains affordable. To their employees, they offer an attractive working environment in which personal development is of great priority.

STADA's story begins: According to pharmacy historians, STADA's zero hour is March 14, 1895. Forward-looking pharmacists team up to economically produce joint preparations. This gives rise to joint preparations being produced in participating pharmacies for example, in Berlin, Dresden, Würzburg, Darmstadt and elsewhere, initially in very small circles. A pharmacist association is also founded in Dresden. This is where STADA has its roots. From these beginnings, similar organizations then begin to develop on a larger scale.

Worldwide, STADA Arzneimittel

STADA is a well renowned company founded in 1895. It sells its products in approximately 120 countries. Branded CHC products are among the top sellers in their respective product categories. In fiscal year 2018, STADA achieved adjusted Group sales of more than EUR 2 billion. In 2020 STADA Nordic had a turnover of EUR 67 million. The secret behind this success is the dedicated efforts of the roughly 10,900 employees of the STADA Group worldwide.

STADA and Sanofi have entered into a distribution agreement whereby STADA will distribute and market Sanofi's portfolio of well-established consumer healthcare brands. This agreement came into force on December 2021 in 25 countries across Europe. The agreement covers approximately 50 well-established consumer healthcare brands currently marketed by Sanofi in these territories. The therapeutic categories are allergy, cough & cold, sleep and digestive health.

STADA's strategy has consumer healthcare playing a central role alongside prescription generics and specialty pharmaceuticals. STADA is already a top-five consumer healthcare player in Europe by sales. They are strengthening their position through a combination of organic expansion, through line extensions and brand launches in additional markets, as well as inorganic business-development deals such as the recent acquisitions of Walmark and a portfolio of selected consumer healthcare brands from GlaxoSmithKline last year.

THE NORDIC ORGANISATION

The Nordic Product Launch Lead (PLL) will be a part of a cross functional team in close cooperation with the entire Nordic organization.

The Nordic organization counts approximately 45 employees.

THE POSITION

A unique opportunity to work strategically and operational with a wide range of new launches. Stada Nordic is a part of an international company on an amazing growth journey. You will coordinate all new launches and by that have a huge impact on the future growth and revenue in the short and long term. This key role reports to the Nordic Managing Director.

Key Responsibilities

- 🔗 Support the Nordic markets (Sweden, Denmark, Iceland, Finland and Norway) with respect to managing the launch of new products and portfolio management in close collaboration with HQ team
- 🔗 Develop a growing and sustainable Nordic base portfolio throughout all segments; OTC, Brand Rx, Hospital and Generics through portfolio management and new product introductions linked to business opportunities
- 🔗 Grow the business through continuous flow of BD/Franchise opportunities. Identifying new business opportunities and secure successful new product launches for all four business-lines for all 5 countries
- 🔗 Lead the planning and execution of new products introductions including coordination with Country Commercial Teams/Country Managers and perform analysis for Central Portfolio Opportunities for all 5 countries
- 🔗 Coordination with Regulatory, Artwork and Supply Chain to ensure timely Launches. Actively contribute to achieve a seamless workflow across the company
- 🔗 Achieve budget regarding AOI and sales for NPI products
- 🔗 Collaborate with commercial teams in Denmark, Iceland, Norway, Sweden, and Finland to align, evaluate and deliverables

THE CANDIDATE

The ideal candidate for this position is an extroverted person with great people skills and grit as the role entails communication and teamwork across the organization. Furthermore, the candidate should be an advocate for optimization and growth within the sphere of this role which requires confidence and execution.

Professional background

- 🔗 Bachelor's degree within healthcare (pharma, medicine, physiology or similar)
- 🔗 Minimum requirement in 3 years within pharmaceutical industry
- 🔗 In-depth knowledge about the Nordic pharmaceutical markets and dynamics
- 🔗 Experience from new products introductions in similar Nordic role
- 🔗 Knowledge from Gx, Rx and OTC – very complex and specialized products
- 🔗 Project Management, Market analysis & intelligence, budgeting, operational and sales planning
- 🔗 Computer skills relating to MS office, IMS data
- 🔗 Experience from working across countries with many stakeholders in different countries
- 🔗 Advanced level of English and Danish/Norwegian/ Swedish language
- 🔗 Outstanding level of drive, and the ability to juggle multiple projects effectively

Personal qualities

- ☞ You are pro-active and enthusiastic with a great drive
- ☞ You have a strong will to succeed and a commercial mindset
- ☞ You have the courage to challenge the status quo
- ☞ You are robust, innovative, and service minded
- ☞ You are ambitious and extrovert team player
- ☞ You are skilled at building and maintaining relationships
- ☞ You can communicate and gain respect with stakeholders throughout the organization
- ☞ You possess the ability to communicate cross functionally in/out of the organization

CHALLENGES

- ☞ Secure focus in a very busy and changeable environment
- ☞ Need the ability to manage multiple tasks at the same time
- ☞ Operational – need to be pragmatic with hands-on attitude

WORKPLACE

Marielundsvej 46A, 2730 Herlev

Possibility to work from home 2 days/week

IT COMPETENCES

- ☞ Microsoft Office
- ☞ IMS

CONTACT INFORMATION

Jeanette Stids-Jønsby

jeanette@ifind.dk

+45 20301013