

# New Product Launch Lead

Job ID  
REQ-10027190  
Okt. 28, 2024  
China

## Zusammenfassung

-Leader responsible for delivery of strategic new launches

## About the Role

### Major accountabilities:

- Lead the launch of IMMU pipelines by working closely with various internal departments and external stakeholders. Ensure commercial inputs during the early stages of clinical trials, develop a clear brand strategy, and drive solid launch preparation to achieve launch excellence.
- Actively contribute to the development of the Global and Unit Brand Strategy and strategic planning processes.
- Ensure the long-term presence of the product portfolio in the pharmaceutical market in alignment with strategic goals.

### Key Requirements:

- Bachelor's degree required. Advanced degree strongly preferred.
- 7-10 years working experience in healthcare industry.
- Previous work experience in the field of healthcare system readiness for innovative therapy
- Successfully managed complex projects with high visibility, ability to lead without authority.
- Understanding of how healthcare is organized in the market with a specific expertise in system-thinking (design and execution) and the ability to translate system-thinking into business innovation via internal strategy formation.
- Ability to understand and translate scientific/oncology concepts into political stakeholder language.
- Quick learner, Agile working attitude and a team collaborator
- Good English and Mandarin

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