



**CONFIDENTIAL**

# **COMPANY, POSITION & CANDIDATE PROFILES**

**Global Medical Device Company**

**“Director, Marketing & Activation”**

Greater Copenhagen

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## COMPANY PROFILE

Our client is one of the world's most successful medtech companies focused on developing and offering products and services that make life easier for people with personal and private medical conditions. Working closely with the users of their products, our client creates solutions that are sensitive to their special needs.

Our client is widely recognized for their ability to drive new product innovations and operates globally with representation in 40+ countries and with products sold in more than 130 countries.

### **Markets & Products**

Our client has a leading position on the global market of medical equipment, mainly within specialized markets with few, large providers, while being represented with own sales companies on the most significant markets and through distributors in the remaining markets.

### **The Position**

The role of Director, Marketing & Activation calls for a strategic marketer capable of leading and managing the Marketing & Activation organization currently consisting of 24 people altogether including three Managers/Heads of- while being overall responsible for developing consumer and HCP (Health Care Professional) marketing strategies, building global marketing campaigns, and ensuring optimal media activation.

The responsibilities of the department span communication across all channels and global launches of products and services that make a difference to people with special healthcare needs. The culture of the team is characterized by a passion for creating results through listening and responding to the markets, HCP's and consumers.

The ideal candidate is currently at senior executive level and is well-versed in driving transformation processes combined with a strong track record in developing marketing strategies and in building global marketing campaigns and content delivering true commercial impact while ensuring optimal media activation.

Additionally, the ideal candidate demonstrates a winning personality and excellent stakeholder management skills – with a unique flair for creating relations across the value chain. The candidate is equally driven by being close to his/her markets/affiliates and to take strategic marketing to the next level while setting new standards for how our client work with consumer- and HCP marketing globally.



## POSITION PROFILE

- Position title:** Director, Marketing & Activation.
- Reporting line:** Vice President, M&B.
- Location:** Greater Copenhagen, Denmark.
- Traveling:** Approx. 30-45 days per year.
- Responsibilities & tasks:**
- Leading the Marketing & Activation teams and functional areas, including setting the strategic marketing agenda on product brands and service brands.
  - Part of the global M&B leadership team.
  - Developing HCP- and Consumer Marketing strategies based on solid market insights to improve and review business- and planning processes for achieving HCP and consumer excellence.
  - Building business cases, planning and executing advanced HCP- and Consumer Marketing campaigns, while effectively targeting the defined HCP- and consumer target groups and segments anchored in the brand strategy and value proposition platform.
  - Building a strong cross-channel strategy in close collaboration with channel owners in the client organization.
  - Building strong stakeholder relations among markets and affiliates – demonstrating sensitivity and openness to their challenges while empathetically challenging them on their assumptions and positions.
  - Developing and executing optimal ATL and BTL marketing communication activities.
  - Leveraging the CRM database by using HCP and consumer information and direct marketing principles to generate leads, optimize HCP- and consumer behavior and to drive up acquisition and retention rates.
  - Ensuring best practice sharing across HQ business units and affiliates.



- Educating, informing and collaborating with internal stakeholders of HCP- and consumer marketing initiatives.
- Leading, managing, developing and motivating the Marketing & Activation teams.

**Criteria of success:**

- Developing and implementing strategic marketing plans that drive impact.
- Successfully developing and executing high-yield, cross-brand HCP- and consumer marketing strategies and campaigns.
- Delivering strong campaign- and business results with high ROI through building brand awareness, preference and loyalty.
- Ensuring seamless and successful cooperation with key stakeholders among HQ and the affiliates.
- Developing an inspirational and high-performance culture in the Marketing & Activation teams and across the wider M&B organization.



## CANDIDATE PROFILE

The ideal candidate for this position should match the following criteria:

- Educational background:** Graduate degree at M.Sc. -level (e.g. within Economics & Business Administration/MBA).
- Language:** Fluent in English – orally and in writing (Danish language skills is not a requirement).
- Ideal experience:**
- +8 years of experience in building and implementing BtB- and BtC marketing strategies and plans – working both ATL and BTL.
  - Experience from a global/regional strategic marketer role.
  - Proven track record in developing and implementing commercially successful marketing campaigns that drives high ROI and brand impact.
  - Experience in navigating within larger, politically driven contexts and organizations.
  - People management experience – preferably with two-layer management (managing through others).
  - Experienced in stakeholder management and in building stakeholder models.
  - Project management experience is a plus.
  - Solid track record in delivering substantial sales impact, including consumer acquisition, retention and conversion rates.
  - Solid experience from a fact- and data driven organization.
  - Strong track record in creating strategies and in following through on execution.
  - Strong stakeholder management understanding and capabilities, including obtaining buy-in and creating followership from affiliates and HQ stakeholders.
  - Strong cross-cultural project leadership or leadership capabilities and/or potential, including natural flair and preference for taking the lead and setting up strategies and targets.

**Personal competencies:****Stakeholder management**

Is pragmatic and able to identify, establish and maintain relations with stakeholders at all levels internally as well as externally and make people feel at ease. Achieves agreement by dealing with disagreements and potential conflicts with diplomatic skills. Develops and maintains networks. Strong stakeholder management skills.

**Visionary/strategic mind**

Is a strategic marketeer. Defines a clear vision and strategy with the ability to translate the strategy into concrete actions. A *doer* with an innovative, entrepreneurial and strategic mindset who looks beyond the immediate difficulties and focuses on the far-reaching consequences; sees things in a broad perspective; well-versed in driving transformation processes.

**Communication**

Communicates the central issues in a discussion in a clear, fluent, open and precise manner, while being able to keep the recipients' attention and being attentive to the needs of others when he/she speaks. Produces written material, which is clear, fluent, precise and easy to understand for the recipients.

**Results and goal orientation**

Establishes visible and achievable goals for the department. Focus on action, activities and results. Is able to continue working at a specific problem, viewpoint or action plan until a result has been achieved or it is determined that an alternative approach is needed.

**Inspiration and motivation**

Inspires others, encourages the achievement of set goals by promoting a sense of purpose, provides inspiration for a positive work attitude, prompts a strong wish to succeed in the team. Makes a good first impression, appears honest, sincere, trustworthy and competent, and gains other people's trust.



### **Analysis**

Navigates well within complexity and divides problems into relevant parts, while sensitively integrating the analytical output into a given context. Differentiates between key areas and irrelevant and less important areas. Understand trends, their implications and opportunities in the external environment and gathers information from multiple sources – hereunder particularly consumers etc. Assesses information, identifies opportunities and threats and develop appropriate response strategies.

### **Team orientation**

Collaborates and works well with others, with a view to obtain the team's objectives by sharing information and supporting others. Fosters an environment of open communication and knowledge sharing. Encourage the expression of idea sharing. Proactively seek feedback and demonstrate willingness to learn and to change.

### **Drive**

Highly dynamic. Inspires others, encourages the achievement of set goals by promoting a sense of energy and purpose, provides inspiration for a positive work attitude, prompts a strong wish to succeed in the team.

### **Contact:**

For more information on the position, please contact Sebastian Brabrand, Research Associate by email: [sb@albright.dk](mailto:sb@albright.dk)