



Channel Manager – Global Pharmaceutical Company

SALARY RANGE (2017): \$106,700–\$136,900

My job is developing a strategy to nurture and grow a single channel (in my case, physicians) to effectively promote the benefits of our drugs and meet our sales objectives. I work for a global pharmaceuticals company with over 100,000 employees. I have a team of regional sales representatives who meet with doctors every day and my job is to manage, educate, support and drive their results. This requires constant education and an ability to interact with specialists, from the researchers developing the medications to the doctors prescribing them.

The Tip: Learning does not end with a diploma. Listen to a podcast or read a book every week.

PRIORITY KNOWLEDGE AND SKILLS:

Strategic Marketing

- Develop & execute a positioning strategy
- Conduct a competitive analysis
- Conduct an environmental scan (with deep insight of political and regulatory dynamics)
- Develop & apply a segmentation strategy

Research & Insight

- Demonstrate empathy & curiosity
- Leverage contextual knowledge of pharmaceutical industry
- Ability to analyze data
- Leverage research to support consumer insights
- Presentation & report-writing skills

Product management

- Measure return on investment (ROI)
- Manage a budget
- Develop & execute a pricing strategy
- Manage projects

Sales & Channel Management

- Apply principles of CRM
- Manage a sales process
- Conduct sales presentations
- Develop & execute a distribution strategy
- Leverage e-commerce
- Develop merchandising strategy
- Leverage co-operative marketing

Communications & Branding

- Sponsorship & community investment
- Leverage event & experiential marketing
- Develop a promotional strategy

Content Curation & Design

- Apply visual design fundamentals
- Conduct content research & curation
- Develop original content
- Apply creative production processes
- Develop content schedule & plan
- Use design tools

BUILDING BLOCK EXPERIENCES:

Education & Learning:

- Bachelor of Science (biology) with a minor in policy studies
- Master of Business Administration (health care)
- Committed to three professional development courses annually in pharmaceuticals

Health care is a unique context. To maintain a competitive advantage, I needed training that spans marketing, policy and science. I completed my MBA with a specialization in health care (funded by my employer) and always make time for advanced training on emerging pharmaceutical trends. Learning is core to my job every day.

<p>Employment Experiences:</p> <ul style="list-style-type: none"> • Co-op internship in pharmaceuticals • Hired as sales representative out of university • Regional sales manager • Director of national sales 	<p>In sales, performance creates opportunities. Out of university, I was a high-performing sales representative and was recognized with high potential. My company paid for me to complete my MBA part-time and at the same time I was promoted to regional sales manager.</p>
<p>Community Experiences:</p> <ul style="list-style-type: none"> • Been an active volunteer in local health organizations since age 16 • Belong to CAPDM and attend their annual conference • Chaired the capital campaign for a community health foundation 	<p>I am passionate about health care and I am an exceptional salesperson. I leveraged these two assets to lead a capital fundraising campaign for a community health foundation. I made a difference and I learned so much. This made me a better professional.</p>
<p>Contextual Experiences:</p> <ul style="list-style-type: none"> • Lost a family member at a young age to a curable illness 	<p>My loss led me to become passionately engaged in community health issues. I turned this passion into a career and my life's mission.</p>
<p>Relationships:</p> <ul style="list-style-type: none"> • Had professional mentor in first job out of university • Client networks • Personal relationships 	<p>I know success in sales is about building strong relationships and networks. This is done by recognizing all relationships must be win-win. Sales can involve long hours (early mornings and late nights), so I need to have strong personal relationships.</p>