



Position:	Director, Customer Insights & Forecasting
Department:	Commercial Excellence & Operations
Location:	King of Prussia, PA

Description:

Reporting to the Vice President of Commercial Excellence & Operations, the Director of Customer Insights & Forecasting is responsible for three departmental functions: Market Research to support marketing strategy product development, commercial product forecasting and Competitive Intelligence. This role is responsible for establishment and implementation of processes and management of Qualitative and Quantitative primary market research. This entails the management of vendors to support multiple product pre- & post launch activities. These customer and market insights will help develop and shape product attributes and core messages for customers. Additionally, this role is responsible for all commercial product forecasts from pre-clinical to marketed products for all indications.

Duties and Responsibilities:

- Primary & Secondary Market research for qualitative and quantitative projects.
- Utilize various data from vendors and synthesize for commercial marketing to inform and support product strategy development.
- Maintains Nabriva’s existing forecast models and produce multiple model scenarios as needed.
- Manage external data sources to keep internal stakeholders apprised of pipeline development programs, key market events and new product launches.
- Partner with the Marketing and Sales organizations and Investor relations

Qualifications:

- Bachelor of Science degree in either Business or Science
- Minimum of 10 years of related experiences supporting pre- and post-market research, product development and forecasting
- Demonstrated ability to bring customer insights especially regarding elements driving behavioral change and product learnings to the commercialization organization to inform, shape and redirect product development efforts as needed
- Demonstrated ability working with numerous external vendors and internal stakeholders

Competencies:

- Strong leadership skills, with demonstrated capabilities to be agile and nimble in a start-up organization



- Demonstrated ability to lead/direct and develop teams as the organization expands
- Strong communication skills across all levels of the organization
- Strong forecasting skills utilizing data and MS-Excel
- Proactive insight generation aligned to commercial strategy
- Strong compliance orientation within a Pharmaceutical environment and attention to detail
- Demonstrated strong interpersonal skills, a flexible, collaborative and team-oriented approach to problem solving, and an ability to work in a fast-paced, rapidly changing environment.