|  |  |
| --- | --- |
| **Position Title:** | Manager/Assoc Dir, New Product Planning |
| **Department:** | Commercial |
| **Hiring Manager:** | Exec Dir, New Product Planning |

**Our vision is a world where science, passion, and compassion create better todays and more tomorrows.**

**Position Overview:**

At Astria, we are driven to bring hope with life-changing therapies to patients and families affected by rare disease. We are seeking an individual who is passionate about our mission and about working with an exceptional team and organization to serve as a New Product Planning Lead to support our organization. This role will be a key contributor in driving analyses and strategic insights to inform the clinical and commercial development of rare disease pipeline products, as well as collaboratively building sound commercial assessments of potential new rare disease assets for the organization.

**Responsibilities:**

* **Support commercial analysis, insights, and recommendations** for product and pipeline development.
* **Project management** to ensure NPP projects are planned and executed according to defined budget and timelines
* **Establish processes to support efficient execution**,cross-functional alignment, and communication (e.g., defining, executing, and communicating market research).
* Assist or lead **commercial assessment(s) for potential pipeline candidate programs** to support commercial recommendations for pipeline development
* Assist or lead **building the market assessment(s) and NPP framework for new pipeline programs**, determining current and future treatment paradigms, competitive landscape, unmet need, product positioning and value proposition; develop and maintain target product profiles to guide program development
* Conduct **market research**/analysis; identify current and future unmet needs, competitive dynamics, and trends within key disease areas
* Assist or lead **competitive intelligence** monitoring and communication, including sales tracking and analysis; some conference travel is required
* Assist **engagement with disease area experts**/advisors to gain qualitative insights
* Assist or lead development/advancement of **forecast models** to quantify market and product opportunities, including sensitivity analyses to validate key value-driven assumptions
* Contribute to leading and managing **cross-functional New Product Planning Working Group** (includes leads from advocacy, investor relations, formulation development and commercial)
* Support **cross-functional alignment and communication** in Program Team, including presenting/communicating new insights from market research and competitive intelligence.
* Contribute to **life-cycle strategy** for products across pipeline, including follow-on indications and global expansion opportunities
* Oversee generic and brand **naming initiatives** for pipeline programs
* Collaborate with finance to put together **annual program budget** based on highest priority spend/activities for each candidate, enabling achievement of short and long term plans; manage budget
* Assist or lead **early brand message development**, including collaboration with public relations and medical communications (publication plans, continuing medical education/ congress activities)

**Education/Experience:**

* Undergraduate degree in business or scientific discipline required; an advanced degree (MD, PhD or MBA) is preferred
* Minimum 2 years of experience in biotech / pharma new product planning or early strategic brand planning
* Experience in rare disease is preferred

**Skills:**

* Strong scientific background and ability to engage credibly with internal and external stakeholders around scientific topics
* Strong analytical and project management skills
* Solid understanding of pharmaceutical development path from discovery to launch and ability to identify strategic, clinical and operational choices that could impact successful commercialization
* Strong organizational and project management skills, ability to drive projects to completion in scientifically-driven company
* Established ability to work collaboratively across functions and maintain strong working relationships with key stakeholders
* Strong written, verbal and presentation skills and ability to interact professionally and confidently with all levels of an organization