



International Brand Manager (with OTC/FMCG background)

Baden Württemberg-Karlsruhe Area, Germany

Our client is a leading German mid-sized pharma company with an outstanding reputation in their market. With over 1500 staff worldwide, they have an exciting and innovative product range. Due to continued strong growth, they are looking to appoint an **International Brand Manager**.

Position Summary

The International Brand Manager (IBM) will be responsible for driving strategic marketing and sales for the "Force Products" (=International Key Brands) across the 40 company markets, including affiliates and distributors. The IBM will be in charge of the OTC product categories to Health Care professionals and, where applicable, to consumers. The main responsibility will be to develop, implement and monitor all aspects of international marketing for the assigned brand portfolio. Alongside 2 other IBM's, the incumbent will work in close collaboration with the country managers to coordinate activities between global HQ and them to achieve maximum return on investment.

In addition to the leading Force Product, the incumbent will be in charge of up to 4 additional brands / therapy areas, to be promoted with a specific brand strategy and strong homeopathic or homotoxicological focus. The IBM ensures medical education to support the international brand portfolio. The position reports to the Head of International Marketing at Global Headquarters.

Desired Profile

- Consumer Brand Building capabilities, having initiated own brand strategy development resulting in tangible profitable sales and share growth
- Outstanding strategic and operational skills reflected in proven track record with successful consumer healthcare brand portfolio management (launch of new brands, relaunch of existing brands) to Consumers and to Doctors, Pharmacists/Druggists and to K.O.L.'s
- Able to initiate qualitative and quantitative market research on brand/product concept – communication concepts, incl. advertising and packaging concepts and to turn research learning's into effective improvement of strategy and activity schedules
- Able to strategically and operationally lead, brief and manage agencies (advertising, qualitative research, PR, packaging, promo, ...) to make relevant and significant contribution to the assigned brand portfolio

Education

- Master's degree in a marketing or business related area
- Scientific/Medical education or professional exposure to medical mgt is a plus
- Multilingual: English and German are essential. Spanish and/or any additional language would be a significant advantage

If you believe you have the skills and desire to succeed in this role, please forward your CV in confidence to Aline Kemper: aline.kemper@sampson-services.com.